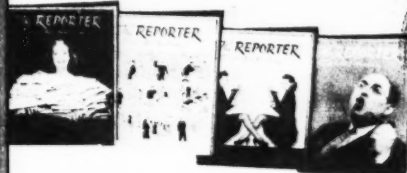


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*The REPORTER of  
Direct Mail Advertising*

A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION

17 EAST 42<sup>ND</sup> STREET · NEW YORK · N. Y.  
VANDERBILT 6-0888



May 31, 1941

A HOT MESSAGE  
to the Fine People  
who pay C A S H  
for postage stamps

JUN 23 1941

This cover should indicate that we are considerably "burned up" about something. When you have finished reading crowded pages eleven to eighteen ... you should be "burned up" too.

A letter from Senator Burton K. Wheeler caused us to discard temporarily our ready-for-press report of previous month's Direct Mail activities. Here is a Direct Mail story more important, more sensational, more dangerous than any item previously written. It reveals exactly how the franking privilege has been turned into a propagandists free-for-all at the expense of the taxpayers.

I realize that I am sticking my neck out to the limit of its length. I have been "urged" not to tell this story publicly.

But, why shouldn't I tell you Direct Mail people the true facts about a dangerous practice which is helping to disrupt America, and which is ALSO lessening respect for all appeals sent through the mail?

I urge every reader of THE REPORTER to take individual action. Present this case to your associates, your clubs and civic groups; ask your representatives in Congress to take action to stop this misuse of the franking privilege; demand that steps be taken immediately to stop misuse of the mail by foreign interests. Send me carbons of all letters mailed, or write and tell me exactly how you feel about the action I have taken. I may need your support.

Sincerely,

Your Reporter

P.S.

This issue is dated "May." All subscribers will be credited with missing report ... by extended subscription period.

H.H.

*check the advantages of*



# OFFSET\*

## for your **DIRECT MAIL**

Offset Lithography gets the effect you want. This process can imbue your direct mail pieces with subtle, artistic overtones, or infuse them with dynamite. Offset can give the feeling of luxury, quality and dignity, so difficult to achieve in any other way. Or it can sizzle and sputter with excitement.

Offset Lithography permits you an amazingly wide choice of paper stocks. You will obtain perfect reproduction on heavy or tissue-thin paper, coated or uncoated. This great latitude of stocks offers you extra economy, in mailing as well as in production.

With Offset Lithography, you get an added flexibility of illustration. It is possible to include more or larger illustrations in your mail piece, for a given cost.

In the field of Direct Mail, as in so many other fields utilizing graphic arts products, the trend is increasingly towards Offset. Why not avail yourself now of its numerous advantages?

Quality Lithography requires skilled lithographic craftsmen. The most skilled lithographic craftsmen, from artist to pressman, belong to the Amalgamated Lithographers of America, who are the sponsors of this message.

To insure the utmost in quality, insist that your Lithography be purchased from a Union Lithographer.

\*The terms Offset, Offset Lithography, Offset Printing, Photo Offset, and Photo Lithography, are simply other names for the one basic process Lithography.

**Amalgamated Lithographers  
of America**



## HERE'S A GOOD IDEA

It's an acknowledged fact that every business man today has too much to read. Too much news, too many emergency bulletins, too much mail perhaps, and too many magazines. Trying as hard as we can to keep up to date, all of us fail to read all of the things we want to read.

Even though it might mean fewer total subscriptions to *The Reporter*, we pass along a suggestion just made by Reporter L. A. Grinton of Anabolic Food Products, 514 Riverdale Drive, Glendale, California. He gives a case history of what happens to *The Reporter* in their office. Says he tried routing *The Reporter* to different executives, but it usually gets bogged down on one desk or another after being set aside "to be read later." Reporter Grinton now thoroughly reads *The Reporter* from cover to cover. He checks the items which should be of interest to various executives in the company. He then has one of his assistants type either the complete item or a summary of it. They make plenty of carbon copies and send these copies around to the interested executives. We just received a summary of the March issue, and are glad to see that it took three full typewritten pages. Of course, we'd like to see the top sales executives of all companies reading their own individual copy of *The Reporter*, but in lieu of that, and in view of the emergency in reading time, this idea could be adopted by many organizations.

We've always tried to keep the *Reporter* items brief. From now on, we'll try even harder to make them briefer, more specific, more to the point. We donate this idea gladly to the publishers of all trade journals. Let's all of us cut out long winded articles, useless stories as our share in the drive for efficiency during a world emergency.

## WHAT A SPRING!

About the cleverest spring mailing was made by United Air Lines recently. Take the attractive looking card out of its envelope and the heading reads "This is *not* just another Spring." An actual piece of *wire* spring pops up out of the beak of a blue bird design. And the metal spring actually ties in with the story of defense and speedier transportation. Gadgets are popular.

## DIRECT MAIL FOR RETAILERS

EVERY once in a while someone complains because *The Reporter* does not carry more case histories or examples of Direct Mail used by retailers. Following on the heels of the Direct Mail Clinic at the National Retail Dry Goods Association Convention, we wrote to about 50 of the best known stores in the United States . . . asking them to give us a short resumé of their experience with Direct Mail. Our letter must have been very poor. It was a 100% flop. True, we received nice courteous letters from most of the stores, thanking us for our interest in their work, but refusing to reveal the "secret" of their promotion. The most amazing and confusing explanation of "policy" is contained in the following paragraphs of a letter from the Publicity Director of one of the best department stores:

I'm very sorry that it is not possible for me to give you the information you ask for about our use of Direct Mail. However, it is the policy of *Blankety Company* not to publicize its ideas. This policy goes hand-in-hand, of course, with our not quoting individuals or mentioning them in publicity and not supplying figures on store operation to the NRPGA, Harvard Business School or even the Federal Reserve Board.

This is because *Blankety Company* is an individually owned and operated store. As publicity director, it is my responsibility and duty to see that these policies are observed throughout the store.

Another Publicity Director tried to be explicit, but this is all we got:

Our direct mail endeavors have been concentrated largely on pre-sale mailings to active customers, to invitations to fashion showings, to special departmental lists and to booklets, circulars and other forms of department store promotions.

We have tried without a great deal of success mailings to inactive and to prospective customers. Frankly I don't think we operate the type of store in which those mailings would pull. We do get excellent results from our use of direct mail on "courtesy days," "Advance Selling Days," etc., before either departmental events or store-wide sales. This we do consistently and well (I think).

We publish this item, solely to show that we are trying to get stories on retail Direct Mail . . . but usually run into a stone wall of "secreteness."

## KIND WORDS

Your "Survey of Unusual Direct Mail Advertising" is one of the finest studies I have yet found in any advertising publication.

You have done a really valuable piece of work—and have done it thoroughly. I am sure that it will be a big help in planning future advertising mail pieces and I am going to see that it is given a prominent place in my files for continuous reference."

Very truly yours,  
A. L. GARDNER  
Advertising Manager  
Pangborn Corporation  
Hagerstown, Maryland

Trade Last: And—what's more, A. L. G. . . . that announcement you sent out about your cocktail party—with the yellow feather, was the swellest thing yet. Beautiful. So were the hostesses at the party.

## A SUCCESSFUL BLOTTER HOUSE ORGAN

**L**EO P. BOTT, JR., formerly Advertising and Sales Manager of Filmack Trailer Company, now freelancing at 415 Fullerton Parkway, Chicago, is responsible for the creation, continued use, and success of "Bryant's OAK-K," a novel house organ in the form of a blotter. We asked Leo for a story about his brain child—and here it is.

OAK-K is printed in two colors on 4" x 9 1/4" enameled blotter stock, and is published monthly. The name ties up with the kind of wood used exclusively in the production of the Staves and Heading manufactured by the company.

The second color is changed each issue—ordinarily it is of a brilliant tone. Occasional odd effects are obtained, such as reversing the cut of the head, whereby black is used as the second color and the regular form is run in colored ink, though of a dark hue. Gold, silver, copper and other metallic inks have been employed, as well as unusual colors, for variety, such as salmon, pink, khaki, gray and violet.

The text is written in the same style each month and follows a standardized formula. Each issue carries a small monthly calendar, always at the top of the second column. The masthead is in two colors and instead of the usual "Vol. —, No. —," accompanying the date, there is "Stave—, Heading—," with the proper numbers. Other than that, the name of the house organ, and the standing line at the bottom, across both columns, "Have YOU Any Stave and Heading Problems We May Help YOU Solve?," this blotter-house organ contains no direct advertising.

At the top of the first column there is always an illustration (usually a stock cut) that is pertinent to the editorial that follows. That editorial relates to the cooperage industry. For economy, the stock cuts are used, so the editor has the sometimes arduous task of writing suitable text to conform to the illustrations instead of the usual manner of having a drawing and engraving made adaptable to the copy. Nevertheless, many of these editorials have been reproduced in the three trade magazines of the cooperage field.

On each blotter, there is a brain teaser, under the regular heading, "Can You Work THIS ONE?". At the very bottom, run upside down, is the answer. These puzzles have proved to be very popular, as evidenced by letters and comments, and, with the jokes, they form the liveliest part of the text. Readers look for them each month.

The jokes appear under the standing caption, "STAVING OFF Gloom." They usually have male appeal. Short items of interest, particularly in an odd vein, yet concerning cooperage, wine, beer or whiskey, are run as fillers. For example, "500,000 gallons of beer were consumed during the American Legion convention in New York" (1937), and "Did you know you can DRINK a Bishop? It is a hot drink made out of wine, sugar, oranges and other ingredients."

Some of the titles of the editorials contain novel twists, such as "Bryant's For-Our-Side Chat," "Hitting the Nail on the HEADING," "A Message from Chief Heap Stave-in-the-Face," (used in conjunction with a cut of an Indian and pertaining to Indian Summer in the Ozarks, where the Bryant Company is located).

The blotter is mailed in a postage-

saver envelope which bears this notice: "Here's Your Copy of Bryant's OAK-K. Hope You Like It!", in a neat hand-lettered design.

The many comments received; the letters regarding the puzzles, etc.; the reproductions of editorials; the fact that these blotters are kept on a desk until the next issue appears, and are seen on so many desks when Leslie E. Bryant, Vice-President and General Manager, makes infrequent calls—all these are indicative of the effectiveness of this mailing piece. The firm's sales prove it. From the long range point of view, this is one of the best known stave and heading concerns in the industry and its advertising (this house organ plus trade journal ads) has identified it with QUALITY stock, which the firm produces.

This is a case of advertising a raw material which is unbranded and doesn't usually come to the attention of the consumers. It is used only by the coopers who make tight barrels for the concerns packing their products in them. Because of the distinctive style and pleasing personality of the advertising, the program has been highly successful. This, despite a very limited budget.

## DEPARTMENT OF COMMERCE REPRINTS

R. I. Whyte of the Inquiry and Reference Section, Commercial Intelligence Unit, Department of Commerce, Washington, D. C., informs us that the Department has abstracted and published the survey "How is Direct Advertising Planned?" which appeared in the January-February issue of The Reporter of Direct Mail Advertising.

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See Cover, for explanation of this issue . . . then burn on page eleven

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**VOL. 4, No. 1, Report for MAY, 1941.** *The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher; from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: VAnderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyrighted, 1941, by Henry Hoke, N. Y.*

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## IDEAS . . . IN BRIEF

ONE organization which never can be accused of long windedness or useless words in its house magazine, is The Grey Advertising Agency, Inc., 128 West 31st Street, New York City. They publish a monthly news bulletin of current ideas and facts to move merchandise entitled "Grey Matter." Although copyrighted, *your reporter* has quoted from it before and labeled it "the best written news-bulletin-house-magazine in the country." It's a model for all house magazine editors (and trade magazine editors) to follow.

We give you three idea-stimulating items from current issue.

### BOYS WILL READ LONG COPY:

There is no more omnivorous reader of advertising—when he is thinking of buying something or earning extra money—than the teen-age boy. Here is one instance where that time-honored question of long copy vs. short copy need not be debated. Boys have time to read, and when purchase is being considered, they will willingly read hundreds of words of copy. But go through juvenile publications and you'll find copy—from standpoint of number of words—handled almost precisely as though it appeared in adult publication. Large publishing houses, like Crowell, Curtis, etc., who enlist boys in circulation work, use long copy in their direct-mail work. They operate on premise that boys like to read—and that they don't get lots of mail. Incidentally, you can change "boys" to "girls" and same reasoning applies.

### SEX (NEVER) TAKES A HOLIDAY:

Axton-Fisher Tobacco Co. has developed dramatic sampling program for its new Spud Imperial, long cigarette. Special sample booth has been designed for use in retail stores. This carries banner caption: "Tall — Beautiful — and So-o-o Smooth." To tie up with theme, Spud has employed very tall, very beautiful girls, who carry large trays holding cigarettes. They actually put cigarette in man's mouth, saying "They keep your mouth fresh as a daisy—your head clear as a bell." This sampling promotion has got off to remarkably fine start. All of which proves that—war or no war—sex has not taken a holiday. Stock photo services, in

fact, report that "leg" photos have finally outstripped former leader, baby photos. Also, Link-Belt Company, big manufacturer in industrial field, reports that photos of sweet young things in its bulletins, etc., have been so popular that it has built entire campaign around trim feminine figure. If you need further confirmation—and who does?—look at recent issues of *Life*. Deliberately or not, *Life* has begun to play up feminine form divine—reason cannot be any shortage of other photos in these exciting days.

(Editorial Note:) Will Brother Kinter of Advertising Highlights, Pittsburgh, Pennsylvania, please pay particular attention to this item . . . and then go jump in the Monongahela River . . . and cool off.

### TRICKY MAILINGS GET ATTENTION:

You may not like 'em—these tricky mailings—but many people do; enough people to make them decidedly effective advertising. Recently, National Tire Stores, Inc., sent to its mailing list letter to which was attached two small samples of rubber. Letter started off with: "A piece of ordinary sponge rubber like the sample attached to this page gave tire engineers at the National factory their first clue to a revolutionary discovery that has added months to the life of tire treads." Pins, nails, rubber bands, leaves, flowers, cancelled stamps, even insects in glassine envelopes, have been used to get attention for mailing pieces. They never seem to lose their pulling power. Even old idea of searing edges of paper to dramatize "red hot" announcement still gets attention. There is tendency for experienced ad men to become too advertising-wise. Public is as ignorant of ad tricks as newborn babe. Don't turn down ideas because they are old stuff to you—credit managers find that ancient idea of attaching stamp to collection letter still increases returns.

(Editorial Note:) *Your reporter* gets a kick out of this particular item because it backs up the findings of our recent Survey on Unusual Direct Mail. That one line by the Editor of Grey Matter should answer the criticisms of those who poo-poo the unusual mailing pieces. "There is a tendency for experienced ad men to become too advertising wise."

## A FRIENDLY GESTURE

That's a nice, friendly, good-will building letter which Carl G. Vienot, 15 Vaille Avenue, Lexington, Massachusetts, sent this Spring to (we imagine) his personal friends on his prospect and customer list. All letters individually typed . . . and stapled to one corner was a cellophane bag containing hollyhock seeds. Here's the letter:

Dear Henry:

You don't need to send a dime and a box top or a "reasonable facsimile" to get these hollyhock seeds.

They're yours with my compliments—just a token of appreciation from my own garden for the pleasant business relationship we enjoy.

You should plant hollyhock seeds about ½ inch deep in light soil as soon as the frost is out of the ground. They will need little attention to become thriving young plants early this season.

Cheerfully yours,

## LETTERHEAD CLINIC

For the information of those who are constantly writing, asking us to criticize letterheads . . . we decided long ago not to revive the Letterhead Criticism Department which was popular in the old Postage and Mailbag days. It developed too many arguments, injured feelings . . . and it really was difficult to rate fairly and impartially all the letterheads received without knowing complete background of the company and the uses for the letterhead.

We are glad to see, however, that one reputable commercial organization is carrying on a program of this kind. If you want criticism, write to R. H. Brady, Director, The Letterhead Clinic of the Whiting Plover Paper Company, Stevens Point, Wisconsin. They have just issued a very interesting booklet describing "Seven Years of Prestige Building." The booklet itself is worth seeing and you may get a good idea from an actual criticism of your letterhead.

## REPORT OF A GOOD EDUCATIONAL CAMPAIGN

**M**ANY advertisers have long realized the importance and value of the educational market . . . to get across their message to the students of today in order to make them the consumers and users of tomorrow. But still there are many advertisers who do not take the trouble to study the educational market . . . to learn what kind of an approach to this market makes the strongest, habit-forming impressions. Too many advertisers send carloads of rubbish to not-so-gullible kids and expect to do a long-range selling job.

The approach depends entirely upon your product—and the age group you are trying to reach. If the product is used by younger children — such as a breakfast food, toothpaste, soap, candy, etc. — you can sell this age group and keep them sold by finding out first what they want and how they want it presented. If the product is one that is bought and used by older, professional or trade members, you can cultivate a nice future market by bringing your product to the attention of the students who are now studying for these professions or trades.

A good example of the latter type of educational advertising was a mailing from Handy & Harman, New York, to technical schools and colleges. The following multigraphed, filled in letter was sent to 439 professors and instructors in universities, colleges and leading trade schools having metallurgical or similar type engineering courses.

Will you please let us know whether you have received recent technical papers on the use of silver alloys for joining metals? Just in case you have not, we have enclosed a list of the articles that are available to you on this subject.

Your welding and metallurgical courses are probably familiar with the fact that alloys of silver, called "silver solders," have been used over a period of many years for

joining metals. High strength joints could be made at relatively low temperatures, yet the alloys were expensive. "Silver solders" were used only when other methods failed to meet requirements.

Important discoveries of new *silver alloys* have brought this type of brazing into great prominence during the past few years. These new alloys contain less silver, are free-flowing at lower temperatures. Very little alloy is required for each joint and little or no finishing is necessary after joining.

Now being used widely in industry where dependability and high strength are required, they have become an important separate classification of metal joining. Their even more extensive use in years to come requires knowledge on the part of engineers about proper design and methods of application. The information we wish to send you is enclosed in a file folder and contains tables, charts, graphs and drawings, explaining the use and application of these alloys.

There is no cost whatever for the folder. Just initial and mail the enclosed postcard. We suggest you mail the card now so you will get your copy before the Spring Semester, should you wish to include this subject in class study or shop practice.

Very truly yours,  
HERMAN A. FOLGNER  
*Industrial Engineering Division.*

With this letter went two offset sheets listing the technical articles available, and showing excerpts from some of them. Also enclosed was a Government postcard, with Handy & Harman's name and address printed, and the recipient's name and address filled in, so that all he had to do was check the information desired, initial the card, and drop it in the mailbox.

D. H. Porteous, of Handy & Harman's Sales & Service Department, gave us the results of the mailing:

From the 439 letters mailed, 202 (46%) cards were returned requesting a total of 1007 folders.

The mailing went out on a Monday; the first replies—5 of them—came in on Thursday. The following returns were received on succeeding days: 8, 12, 16, 26, 30, 21, 17, —, 43, 11, 4, 2, 3, —, 2, 1, 1.

A breakdown of the replies shows the following:

	<i>Schools Replying</i>	<i>Individuals Replying</i>
Universities having engineering courses .....	64	107
Technical colleges .....	28	42
Trade & tech. schools .....	40	44
Research Institutes .....	4	9
<b>TOTAL .....</b>	<b>136</b>	<b>202</b>

The material sent by Handy & Harman was accurate, technical information that most instructors are glad to have and use. And when students are introduced to Handy & Harman in the classroom, as part of their instruction, the majority of them will remember Handy & Harman when they are on their own, specifying and ordering materials manufactured by Handy & Harman.

## MORE ABOUT COLOR

If we mention the booklets of the General Printing Ink Corporation too often, it's only because they're so darn good—and so very helpful to the man who is responsible for the appearance of his company's Direct Mail. The two latest 4 x 5 booklets are entitled "The Psychology of Color" and "The Symbolism of Color."

"The Symbolism of Color" tells, on the right hand pages of the booklet, the important symbolic identifications of the colors red, yellow, green, blue, and purple. On the left hand pages, appropriate scratchboard illustrations stand out in dramatic white against the color described.

"The Psychology of Color" is similarly presented, except that the same illustration highlights each left-hand color page. The information on the right hand pages is of great value in specifying colors to create the mood you want to create.

Copies of both booklets are available upon request at the General Printing Ink Corporation, 100 Sixth Avenue, New York.

## ABBREVIATED LETTERHEAD

Reporter I. D. Gruber of the Rox-alinalin Flexible Lacquer Company, Elizabeth, New Jersey, sends a hot example of abbreviation.

The letterhead reads as follows:

### *The* **MODERNORD**

DONALD NORD

**3619 - 1st Ave. So., Mpls.**

Mr. Gruber furnishes entirely adequate comments on this case.

"Aren't you entranced by that elegant arrangement of Campanile?"

"Sure 'Mpls.' is an abbreviation for Minneapolis but it stops you, doesn't it?"

"I expect to open my morning mail tomorrow very timidly because who knows but they'll be Chi. or Setdy. or Bethl'hm or Wil. (for Wilmington) or something equally atrocious."

## PROVOKING QUESTIONS

Who wants to help *The Reporter* in answering the following intimate questions received in a letter from J. B. Caneer, 30 South Bellevue, Memphis, Tennessee.

Why is it that so many of the letters reprinted in your magazine are sales letters written to consumers? Why don't you give some thought on how you can improve your magazine?

That second question may sound blunt, but it is something for you to think about. Here is another one: If you were doing my work, which I will tell you a little about, WOULD you subscribe to *The Reporter*? I believe you wouldn't.

I work in the sales department of a manufacturing plant. We do most of our selling by mail and we do quite a big volume of business. The division I work in sells mostly to wholesalers. As I prepare some of the advertising and write some of the sales letters, I have been trying to find a direct mail magazine that would be useful to me. So far my search has been fruitless.

It seems to me that as there are so many manufacturers in this country that someone would publish a direct mail magazine members of the correspondence departments would find useful in their work. This magazine could also contain articles wholesalers could use in their direct mail selling to the retail trade.

Your magazine, I am sorry to say, does not meet these requirements. It contains a lot of meaningless news items and very little practical information, to me at least.

Can you get up articles that would really say something for those who prepare advertising and sales letters in the manufacturing and wholesaling businesses? If you do, you can swell your subscribers' list, get more advertising—and make a lot more money. A BIG opportunity for someone.

Dear Mr. Caneer:

We are constantly trying to improve *The Reporter*. We pass along to our readers the best letters, the best ideas and the best formulas which pass each month across our desk.

Perhaps you haven't been reading *The Reporter* carefully. Many items have appeared giving the formulas for successful letter writing . . . and more important, each month we try to give you the examples of poor strategy in letter writing of all kinds. We are publishing your letter because we believe some of the readers of *The Reporter* will send in material which may prove helpful to you and many others. Keep on criticizing . . . *this reporter* likes criticisms.

H. H.

## TRAVEL IN CANADA

If you want a good explanation of travel in Canada, write to S. R. Skelton, Manager, Advertising Department, The Goodyear Tire & Rubber Company, New Toronto, Ontario, Canada, who together with other Canadian advertising men decided to *do something* about the rumors being spread of difficulties of travel. Their four page release is interesting and would make good copy for House Magazine Editors.

## A DOGGIE GRAM

Gair's (Men's Clothing Store), Redlands, California, won the favorable attention of their dog-owning customers by tying a dog biscuit to a post card and mailing it to the dog under his own name.

The message side of the card was mimeographed, had an illustration of several dogs having fun at "Gair's Doggie Bar," and the following "Doggie Gram."

Paws and Refresh Yourself at Gair's Dog Bar . . . while your master is inside for his Bostonian shoes, Arrow shirts and Kuppenheimer. You'll always find a cool, clean drink at Gair's Dog Bar and you'll meet your friends there too . . . Where the smartest dogs in town drink!

P. S. If your Master eats your dog biscuit, trot in personally and growl for another!

## A SHORT LETTER

(to precede a call)

Here's a good example of a short, breezy letter. It doesn't seem to follow any particular formula . . . but it caught our attention in the daily mail and made us want to reprint it for you. It is supplied to agents of the Aetna Life Insurance Company for daily mailings to selected prospects.

Well . . . to make a short story shorter:

You're busy . . . I'm busy . . . We have jobs to do today, and minutes move swiftly.

Therefore, we look for the shortest distance between two points. Directness. Brevity. Discard of non-essentials.

You will find these virtues in the Aetna Life's new DIGEST method of telling you what it will do and what it will cost!

It is not elaborate. Not lengthy. But it does give you dominant data for mending thin spots and covering bare spots in your plans for Security.

Occasionally I come upon a man who isn't willing to match a few moments of his time against a few moments of mine. But my average is so good that I'm going to drop in on you presently.

An Aetna Digest is never thrown away!



## GOOD DEALER ADVERTISING

**A** PAT on the back to Bendix Home Appliances, Inc., 3380 Sample Street, South Bend, Indiana, for the clever promotional pieces now being supplied to dealers.

One is a miniature four page letter folded minutely and enclosed in a linen bag, which has stitched to it an address label. Inside the bag with the letter is the new type of clothespin (which incidentally represents the most revolutionary change in clothespins since clothespins were originally invented).

The letter ties in very nicely with the gift and the Bendix dealer tells the prospect that there is plenty more of these clothespins if she wants to come into the store. We'll bet that mailing got a lot of attention from housewives. Other dealer pieces this year are running to the post card format . . . with copy in humorous vein.

Another current Bendix piece which caught our eye and which ties in with a report in last month's issue, is a Valentine Mailing sent to dealers. Cover reads "May I be your Valentine?" (and below) "From guess who?" There's a big red heart on the cover and a smiling girl is in the center. Open it up and there's the full size girl holding and point-

ing to a letter. The letter is so good, that we'll quote it in full:

Dear Dealer:

I'm sending you this because I'll be coming into your life on Valentine's Day, February the 14th.

I am a young woman, nice looking, stylishly dressed, and I want to be taken advantage of.

Here's the whole story:

In the next issue of *Life* magazine, on the newsstands in your territory February 14th, you'll find (on page 13) a big, full-page ad for the Bendix Home Laundry. *I'll be in that ad*, giving your prospects a sales story on Bendix that'll have them biting their nails until they can find a Bendix dealer.

That's where the "taking advantage of" stuff comes in. And that's where *you* come in.

If you'll take advantage of this Bendix ad . . . with store display, newspaper tie-in advertising, direct mail . . . you'll find that this Valentine has a lot more to it than just sentiment. You'll be good hard dollars ahead.

Now for a preview of me doing my stuff, take a look inside. . . .

Inside is a reproduction of the full page ad to be run in *LIFE*, Saturday Evening Post, McCall's, Better Homes and Gardens, etc. Whole thing is a good tie-in because the model shown in the ad is the same girl holding the letter. We've been preaching this story for a long time:—"Why don't more manufacturers use appropriate, carefully planned Direct Mail to tie-in with the large sums they are

spending on space advertising. The Advertising Manager of Bendix could have "gotten away with it" by simply sending out a reprint of the ad and a letter. By injecting a little originality and planning ahead, he put over a mailing which must have won the approval, the praise and action of many distributors.

## SHOWMANSHIP

A recent letter from Burgess-Beckwith, Inc., 426 S. Sixth St., Minneapolis, had a black and red illustrated cape-waving matador and bull on the top, with a cut-out piece of black leather pasted where the bull's head should be. Heading: "Two Ways to Kill a Bull." Letter starts:

Down in Mexico, Mr. Hoke, twelve thousand people will dig down into their jeans and lay cash on the line to see a half dozen bulls executed.

In Chicago, the packing houses kill hundreds of bulls every week, with admirable neatness and efficiency. Yet the man on the street won't pay a plugged nickel for the best "ringside seat" in the house.

What is the difference? SHOWMANSHIP!

Rest of the letter shows the advantage of that same element, Showmanship, in mail advertising material. An enclosed reply card says "Maybe our advertising does need a dash of SHOWMANSHIP"—and asks to talk it over.

**PIONEER • MOSS**  
PHOTO • ENGRAVERS SINCE 1872  
460 WEST 34TH STREET • NEW YORK  
MEDALLION 3-0440-1-2-3





## Should There Be An Imprint On Advertising?

We just noticed that John A. Bresnahan, General Counsel of the United Typothetae of America, released a bulletin to members discussing the problem of whether or not a printer is entitled to put his imprint on jobs produced for customers. According to John, this problem has never reached the courts for a reported decision, although it seems to be the general custom in the industry for the printer to place his imprint on books, periodicals, or other large jobs. Counsel Bresnahan points out that should the issue ever be raised, it would be comparatively easy to demonstrate to a court that it is the common practice for printers to put their imprint on pieces of printing which they produce.

We are glad to see that Mr. Bresnahan adds these words of caution: "No printer should ever place his mark on a job in such a manner as to lessen the value thereof, or spoil its appearance."

Printed sales literature is designed to sell an idea or product. It is not designed to advertise the printer, the process used or the trade union which participated in it. If I buy a suit of clothes, I do not permit the tailor to hang a placard on my back saying that he tailored the coat. If I buy a letterhead or a booklet, I don't

want any interrupting thoughts, such as printers' labels, injected into the sales appeal. If this rage for labeling continues, we can anticipate the day when we see ladies walking down Fifth Avenue wearing buttons "my divorce skillfully secured by John H. Snooper, Counselor at Law."

## WHAT'S THIS DEPARTMENT

The "What's This Department" became worried that it wouldn't have a horrible example to show in this month's report.

George Pfeiffer of J. B. Lippincott Company, Philadelphia, helped us out at the last minute by sending a penny post card received from a fellow in Texas, with this comment "If this thing works, you and I are certainly in the wrong business!"

The copy below was printed on and completely filled the message side of a government post card.

Gentlemen: I am opening the "Winston's 10 Spot Drug Store" at Wichita Falls, Texas, about May 15, 1941, at 209 E. Scott St., P. O. Box 1551. I have had about 20 years experience in this locality, managing and operating drug stores, being a registered pharmacist myself. As an advertising proposition, I am asking that you and others make donation of a 10 Spot or your check for \$10.00 for which

my store gets its name. I intend to give prominence and advertise all such articles and to make it worth your while. Your company spends much more than this entertaining various customers and will not get as good a result from it. When answering this request enclose with your 10 Spot or check for \$10.00, a self addressed and stamped envelope so that I can acknowledge all donations or any kind of merchandising, sent directly to the officers of the firms, or those that are responsible for any kind of donations, such as the above request. May I have an early reply from you, in anticipation of a long and pleasant business relationship.

SAM WINSTON

*Reporter's Note:* If the going gets too tough for The Reporter, we'll start a 10 Spot Club.

## A BALLOON FOR REALISM

"Yas Suh! Don't It Beat All!" is the title on a folder issued by Successful Farming of Des Moines, Iowa. An illustration of a little colored boy is pointing toward this title. Through a little hole cut in the center of the mouth is drawn the end of a rubber balloon. (The end you blow in.) The hole compresses this end so that it appears to be the lips in the cartoon. And these lips move as the folder is handled. Took originality to think up that method of obtaining realism.

## ARTOGRAPHIC

AMAZING NEW PICTORIAL ADVERTISING PROCESS  
THAT TURNS YOUR ENVELOPES INTO "SALESMEN"

Your advertising message is carried  
"postage free" when you use Artographic.

A picture of your products or plant . . . or a picture showing your products in use . . . can now be reproduced to cover entire back of your envelope.

Clip Coupon and Mail Today

CURTIS 1000 INC.

Gentlemen:

Send us samples of Artographed envelopes and give complete details about this new "pictorial advertising" process.

Name

Firm

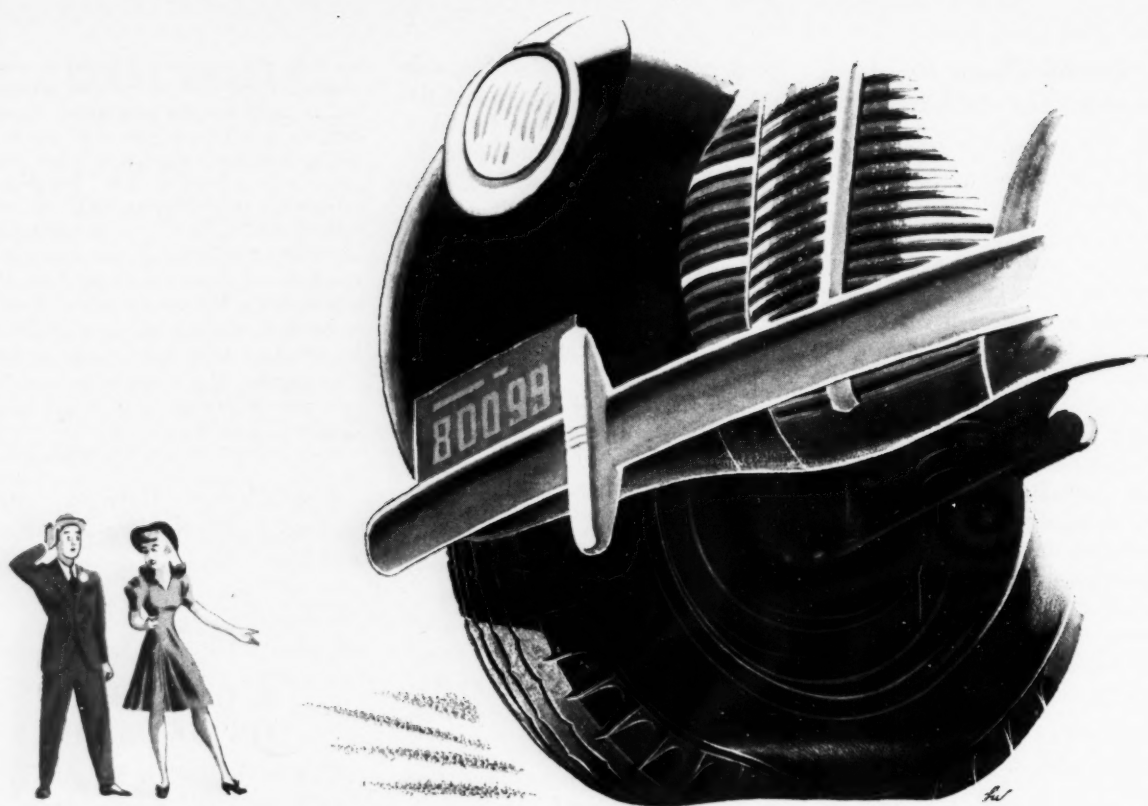
Street

City  State

Write to nearest plant

CURTIS 1000 INC.

342 Capitol Ave. - 1000 University Ave. - 1814 E. 40th St.  
HARTFORD - ST. PAUL - CLEVELAND



*"But it's Flat in Only One Place!"*

**B**USINESS can't travel far and fast on advertising that's handicapped by poor paper. Sure, there'll be some response, but additional volume far exceeds the extra cost of having advertising travel on paper that's worthy of the message. Champion is the largest maker of printing papers; controls its own sources of materials; and operates three great, modern mills. The Champion line is complete, with coated and uncoated book, offset, postcard, envelope, cardboard, and cover. Use Champion paper always . . . it helps hold up a good sales story!



**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

# WAR IN THE MAILS

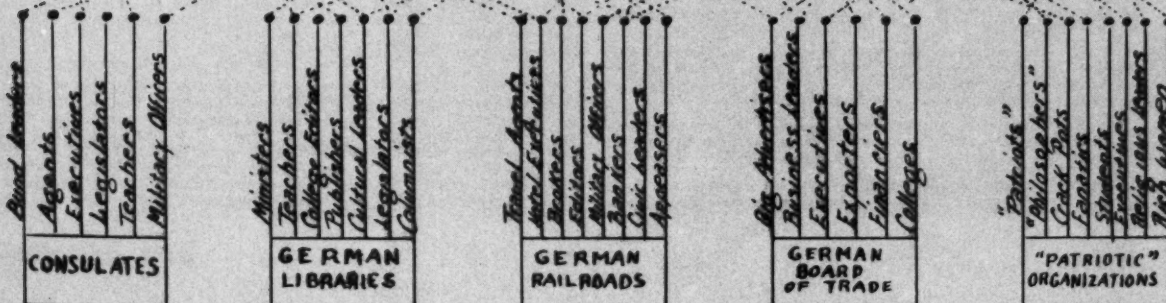
An explanation of the most  
Gigantic Direct Mail Fraud  
in the History of  
Advertising

THE MAIL ATTACK FROM WITHOUT

EXHIBIT  
A-3

U.S. CITIZENS OR RESIDENTS  
WITH FOREIGN HERITAGE OR TIES

THE AMERICAN WAY OF LIFE



THE MAIL ATTACK FROM WITHIN



# EXHIBIT "A"

## WAR IN THE MAILS

A brief outline of the investigation to uncover and expose the Nazi campaign of disruption through the United States mails . . . by HENRY HOKE.

Prepared for Senator Burton K. Wheeler

I have been engaged in the Direct Mail Advertising business for twenty-one years. I have consistently crusaded for more effective, efficient and honest use of the mail for selling merchandise or ideas. At present, I am the publisher of the only magazine devoted exclusively to this form of advertising.

During September of 1939, I became alarmed at the increasing use of the mails (by foreign governments) for propaganda purposes. With the assistance of my contacts around the country, we began collecting evidence of the foreign inspired mailing campaign reaching into every phase of American life . . . the home, the office, the campus, the school room, the factory, the church—and even into Congress.

In May of 1940 I published my first article denouncing the misuse of our mails by foreign governments—and I asked the Post Office for a fraud order against the German Agencies. Unfortunately, a fraud order is issued only against those who solicit money fraudulently by mail. There is no law to apply against those who would disrupt and wreck the United States by a subversive mail campaign.

Immediately after the appearance of this article, Ernst Schmitz, Manager of the German Railroads Information Office wrote a letter to my home demanding an apology and implying the possibility of a suit for libel.

I answered Schmitz in my magazine (see Exhibit A-1). Newspapers picked up the story. As a result, many persons who had never heard of the term "Direct Mail Advertising" learned about my work. They sent or brought me additional evidence. Many of these people were German Americans who love America and who have watched with growing fear the Hitler drive to disrupt our country by dividing our thinking.

Working in cooperation with many experts in advertising and investigation, we completed a composite picture of the far-flung and intricate Nazi mail campaign. This composite picture was presented to all investigating branches of the Government during the summer of 1940.

It is a matter of record that the Dies Committee raided various German Agencies such as Library of Information, Railroads Information Service, American Fellowship Forum, etc.

Most of the evidence obtained can be studied by securing from the Superintendent of Documents, Washington, D. C., a copy of Appendix Part III of Preliminary Report on Totalitarian Propaganda in the United States, released by Dies Committee on un-American Activities.

So that you can have in your files the exact evidence I presented to the Dies Committee, I am enclosing tear sheets of article which appeared in my magazine last July.

As a supplement to this evidence, I am attaching a photostat of a chart (Exhibit A-#3) which shows the set-up of the Nazi mail campaign directed against the American Way of Life. We have actual concrete pieces of evidence to substantiate all divisions of campaign. (See Dies Report or *The Reporter* for July 1940.)

Briefly described, the Nazi mail attack on the United States can be divided into two main divisions:

- (1) the attack from without, and
- (2) the attack from within.

The attack from without has been directed for a number of years toward United States citizens or residents with foreign heritage or ties. Purpose: to get them to work for Hitler in the disruption of America . . . on the principles which Hitler himself has voiced:

"America is permanently on the brink of revolution. It will be a simple matter for me to produce unrest and revolts in the United States so that these gentry will have their hands full with their own affairs."

"National Socialism alone is destined to liberate the American people from their ruling clique. I shall undertake this task simultaneously with the restoration of Germany to her leading position in America."

"I guarantee that at the right moment a new America will exist as our strongest supporter when we are ready to take the stride into overseas space."

All of this Nazi propaganda, telling German-Americans what books to read, what radio stations to listen to, how to answer



questions, how to stir up the Jewish question was delivered by U. S. Post Office free of charge under the liberal rules of the International Postal Agreements.

The attack from without has now been stopped temporarily by the action of the Post Office Department (during January 1941) in seizing and burning foreign propaganda mail on the technicality that the senders had not registered as a foreign agent. Re-entry of this mail is possible by having necessary forms filed.

The attack from within America is directed, controlled and financed by the German Consulates . . . no longer diplomatic agencies. These German Consulates contact Bund Leaders, Agents, Business Executives, Legislators, Teachers, Military Officers. The mail attack here is limited to personal instructions and confidential bulletins to the other divisions of the propaganda set-up.

The German Library of Information issues its propaganda sheet regularly to some ninety-six thousand ministers, school teachers, editors of college papers, publishers, cultural leaders, legislators, columnists, etc., in an effort to convince leaders of thought that the Hitler system is better than our American Way of Life. This has been a constant barrage for the past six or seven years. Its effect on certain religious and student groups has been particularly noticeable.

The German Railroads Information Office sends weekly bulletins to some fifty thousand travel agencies, hotel executives, brokers, editors, military officers, bankers, civic leaders, "appeasers" . . . in an effort to show the successful operation of industrial life under Hitler. Behind this cloak of Direct Mail bulletins, Manager Ernst Schmitz entertains American Legion Officers, Army and Navy men, business leaders and Legislators—trying to win additional "appeasers". In every country seized by Hitler so far, the German Railroads Information office has been the center of spy and disruptive "cultural" propaganda activities. No exception here.

The German Board of Trade operates as an American Corporation but the men at the top are known Hitler propagandists (such as Dr. Dekener, and Dr. Wuenche). They send their skillfully edited monthly magazines to big advertisers, business leaders, executives, exporters, financiers and colleges—in an effort to convince Americans that Hitler is bound to win and that "business better play ball."

The fifth division of internal propaganda activity is the most dangerous at present. The Germans have sponsored "patriotic organizations" in all defeated countries and duplicates of them are in full blast in the United States. In this category fall all the organized and unorganized mailing activities of individuals or groups who have been "sold" that "Hitler means no harm to America"—and who participate in carrying out Hitler's scheme of "Divide and Conquer."



## EXHIBIT A-1



### A Letter To SENATOR BURTON K. WHEELER

Written by Henry Hoke in an answer to  
the Senator's inquiry of May 14th, 1941.

May 20th, 1941

Dear Senator Wheeler:

Never was a letter more welcome than yours of May 14th.

In every city where I have appeared before Civic Groups with the evidence of subversive activities in the mail, I have stated: "I hope Senator Wheeler or some other member of Congress will register a complaint so that this whole mess can be thrashed out publicly."

You have answered my prayer by asking for evidence.

First: I submit exhibit marked "A" which outlines my work and my position briefly. You need that explanation in order to understand the background for my charges.

At the conclusion of Exhibit "A" you will see reference to the activities of individuals or groups within the United States. It is in this division of the Nazi scheme that the evidence you ask about appears.

I have claimed since May, 1940, that:

**MEMBERS OF CONGRESS ARE AIDING THE NAZI PLAN BY ALLOWING THE USE OF THEIR FRANKING PRIVILEGE FOR THE DISSEMINATION OF DISRUPTIVE PROPAGANDA.**

I make this claim constantly in my talks. I repeat it to you. And, I am sorry to say, Senator Wheeler, that all evidence collected forces me to include you in this wholesale unethical use of the franking privilege.

Before submitting this evidence concerning you and other members of Congress, let me emphasize that I do not care to argue with you concerning your political position. You, as an elected representative of the citizens of Montana, and you as a citizen of the United States, have a right to your own opinion (as we all have).

As I told Miss Clark in the letter she sent you, "I don't like what Senator Wheeler is doing because I think he closes his eyes to the facts." That thought still stands.

You and Senator Nye and the rest to be mentioned later, can try as you will to make this world situation sound like

an old fashioned "border dispute": you can close your eyes to the world-wide scheme to disrupt our way of life; you can speak at meetings of the America First Committee and smilingly acknowledge the roars of the anti-American crowd in booing and hissing the President of the United States; you can stand uncomplainingly while the Nazi-packed auditorium cheers the Lindbergh line that Hitler cannot be licked. That is your privilege as an American citizen. You take your chances with the judgment of history.

Those of us on the other side of the fence simply think you are unwise and misguided in aiding the forces of disruption by openly sponsoring causes which Nazi propagandists have proclaimed so vigorously by mail.

You may have a legal right to allow the use of your franking privilege as part of the propaganda drive to divide our thinking—but there is something wrong with our laws when this franking privilege can be turned into a propagandists free-for-all at the expense of the taxpayer.

### WHAT IS FRANKING PRIVILEGE?

What is the franking privilege? It was originally intended to provide members of Congress with a means of carrying on free correspondence with constituents. It is true that the franking privilege has been generally used around election time to win votes from constituents. Surely, the early legislators did not visualize that a day would come when a Representative from a Boston district, for example, would allow his frank to be used to disseminate foreign-inspired propaganda to a national mailing list. Neither did the originators of International Postal Treaties foresee the day when an unfriendly foreign government could get its disruptive propaganda carried free by the mail carriers of the United State Post Office.

Did you know, Senator, that the postal laws provide for no penalty in case of misuse of the franking privilege? Did you know, however, that a penalty of \$300.00 is provided for each misuse of free penalty mail by the Executive Branches of the Government? Did you know that the Post Office has no recourse against members of Congress who misuse the franking privilege except to call the member personally and tell him, "please don't do it again?" Perhaps that is why members of Congress have been free and easy with the lending of their frank. No penalty!

Under the franking privilege regulation, a member of Congress may send bundles of unaddressed franked mail to one agent who may address and mail such material without payment of postage . . . but the Post Office frowns upon and usually prohibits (when discovered) the promiscuous distribution of franked mail to be addressed by unknown miscellaneous people.

And yet, we know that unaddressed franked mail under your signature and under that of former representative Nazi-minded Jacob Thorkelson of Montana has been distributed by your violent adherent Donald Shea at his anti-Semitic meetings and by Nazi-loving, Jew-baiting Joe McWilliams at Christian Front meetings. Recipients were instructed to address the franked envelopes and dump them into nearest postal box, without payment of postage.

Franked mail of other Senators and Representatives has been likewise bundled and passed out at meetings of the Bund, the America First Committee, the No Foreign War Committee and other groups of notorious reputation. This is against the letter and the spirit of the law.

How can this be possible! It is not done without the knowledge of these members of Congress—because you and every other member of Congress must sign a requisition before Public Printer Giegengack will deliver the printed franked envelopes to the designated one agent provided for in postal regulations. You cannot disclaim responsibility for the unauthorized use of your frank because you alone can order and it is up to you to protect the distribution of your signature.

This distribution of franked unaddressed propaganda mail has reached alarming proportions. Just before his death,

the late Senator Lundeen was allowing his franked mail to be distributed in bundles to re-addressers, who in some cases caused unaddressed envelopes to be placed **secretly** on the desks of prominent New York executives. (Evidence in our possession.)

Can you tell me why a Senator representing the people of Minnesota should be willing and anxious to have his strangely inspired divide-opinion propaganda delivered to the citizens of New York State? Who paid the bill for this? The taxpayers help pay for the carriage through the mail. The reprints are labelled "not printed at Government expense" but you have seen the price list for reprints, at a below cost rate. Who pays for the reprints even at the below cost rate? Surely, not the Senator . . . out of his salary.

### HERE IS EVIDENCE!

Now, I'll show you specific evidence:



### EXHIBIT B

I submit picture (marked Exhibit B) which shows the franked mail received by a German-American (the name and address style being identical with that on the mailing list from Munich) during the month of December, 1940. We remove his name because he has relatives in Germany. His name is spelled identically on the pieces received from Senators Nye and Wheeler and ex-Senator Holt; and on the pieces from George Holden Tinkham and ex-Representative Thorkelson. By a strange coincidence, the pieces from Holt, Nye, Tinkham, and Thorkelson are addressed in identically the same handwriting.

In your case, the envelope is addressed with a strange old fashioned type of stencil, which has been out of general use for many years. Investigation among addressing machine manufacturers reveals that less than 25 firms in the city of New York still use this old fashioned addressing system. Less than three of those machines use the peculiar blue ink which appears on your franked envelope. So we have narrowed the search for your agent to one of the other of two. Understand that all five of these pieces were mailed in New York to a New York German-American list. Isn't that unwholesomely strange . . . coming from Senators from West Virginia, North Dakota, Montana and Representatives from Massachusetts and Montana? Why the use of the German list? And, why was the material within the envelopes reprinted from sessions of Congress dating June 12th, November 25th, August 21st, June 22nd and June 21st

(respectively . . . in order pictured from top down)? Could it be that this material was entered (staged) early and held for concerted action until just before the known period of the entry of legislation for the protection of Democracy against the inroads of Hitler?

What is the material in these envelopes? You know the answer. The same old inspired stuff . . . "no danger from Hitler . . . let's not get ourselves excited at the World going to pieces . . . let's do everything possible to block all help to the victims of Hitler's might, etc., etc., etc. . . ." It is propaganda, of the Nazi inspired variety. It is the same kind of propaganda appearing in the German Library's "Facts in Review." It is the kind of propaganda which wins you and Senator Nye much space and praise in the German controlled press. It was carried free by the United States mail. It was mailed by some German organization or by some organization having access to and free use of THE NAZI MAILING LIST.

Do you consider this, Senator Wheeler, as a patriotic, truly American practice? Even though it may be legal, do you consider it ETHICAL for a man elected to represent the citizens of a district in Boston, George Holden Tinkham, to allow his frank to be used by some organization which also addresses mail for Holt, Nye and Thorkelson? Might it not be more appropriate to let the representatives of the people of New York do the circularizing (if necessary) to the people of their state? Do the people of the State of Montana know that you are allowing tons of propaganda to be mailed under frank free of charge, but at a definite cost to the tax paying citizens of the whole United States? These are questions for your own conscience. And, Senator, who is paying the bill for all of these reprints? Who . . . and WHY?

### LOOK AT THE LAW?

Let's consider the LAW. One section of the Postal Laws and Regulations is written in plain language. See Chapter 4, Sec. 613 (1932) which reads as follows: "It shall be unlawful for any person entitled under the law to the use of a frank, to lend said frank or permit its use by any committee, organization, or association, or permit its use by any person for the benefit or use of any committee, organization, or association. This provision shall not apply to any committee composed of members of Congress."

That law sounds clear but it doesn't mean what the average citizen would think that it means. That law means that a member of Congress cannot allow his signature (or frank) to be placed on the stationery of an outside organization containing material of that organization.

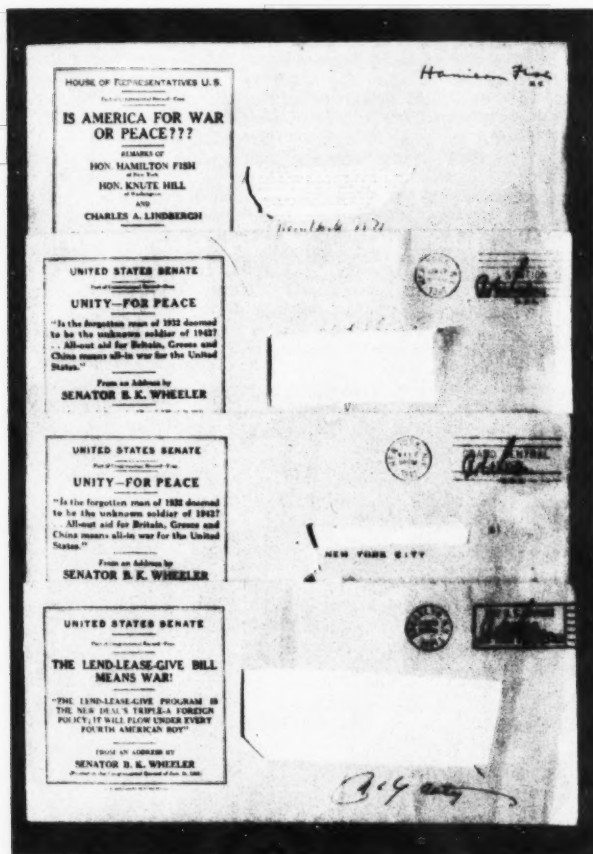
But, Senator, haven't we all arrived at a dangerous position where something should be done to clarify this law or to make it read so that it means what it sounds like? Isn't it true that the franking privilege is really being lent to outside committees or organizations under the guise of a legitimate use of the frank?

For example, I can submit an envelope bearing your frank post marked Washington, D. C., on May 10th, containing reprints of outside speeches made by you and Representative Roy Willis and introduced into the record by Senators Taft and Clark respectively. The envelope was received at a Long Island address by a "dummy name" placed on the list of American Coalition Society, who number among their members such important anti-Semites as John B. Trevor and James H. Patten and whose offices must have addressed the franked mail which you must have furnished.

The mailing was actually a mailing for the Society. It was within the law which allows you to appoint an agent, but it plainly is a propaganda mailing for the Society and your cause. Why should taxpayers pay the bill for the free use of your propaganda mail? Isn't that mailing an ethical violation of law which prohibits the lending of your frank to outside organizations, even though not a legal violation? Shouldn't something be done about all this?

We have other unusual cases (see Exhibit B-1). On March 15th an advertising manager of a magazine published in New York received for the first time franked mail from Representative Ham Fish. It contained the usual line from Fish, AND LINDBERGH (who is not yet a member of Congress). On April 17th, this same advertising manager who had not been receiving franked mail before, received one of your franked envelopes containing reprint of a speech you made on March 24th (same agent handling both yours

### EXHIBIT B-1



and Fish's propaganda). Lo and behold, along on May 2nd, our German-American friend (previously mentioned in Exhibit B) received one of the same franked envelopes containing your March 24th speech addressed with the peculiar old fashioned blue stencil used during the big December appeasement drive.

Here is another case! On February 22nd (of this year) you allowed or caused to be mailed from Brooklyn, New York, under your free frank, an unknown number of letters to prominent Irish American names in New York City in an envelope which blared out the advertising that "Lend Lease Bill means War" and that "it will plow under every fourth American boy." (Later, slogan was picked up by Communists and distributed widely around many a college campus.)

Inside your franked envelope was a small slip containing remarks made by you in Senate on January 12th. You enclosed (or allowed to be enclosed) a form letter processed on the stationery of The Committee on Interstate Commerce. I am attaching a photostat of this letter. (Exhibit C.) It follows all the Direct Mail rules of technique. It is an appeal by a Senator from the State of Montana to certain citizens of the State of New York to bring pressure on

duly elected representatives of New York citizens to vote against 1776. Understand, Senator Wheeler, I would charge you with the ethical misuse of the United States mail, even though you had been campaigning on the other side. Many of the people on this particular Irish mailing list resented your intrusion and presumption.

Will you answer these questions?

- (1) Why does a Senator from Montana feel it necessary to usurp the prerogative of the Senators from New York in approaching their constituents?
- (2) Why was a mailing with your frank made from Brooklyn? Could it be possible that the offices of the discredited Fascist-minded Christian Front handled the mailing? If not, who did?
- (3) Why did you use the stationery of the Committee on Interstate Commerce to send out a purely personal appeal? (Which appeal was not about Interstate Commerce.)

Did the members of the Interstate Commerce Committee vote to allow you to use their Committee stationery to send out this personal appeal about a topic on which many of the members (listed on letterhead) disagreed with you (such as New York's Senator Wagner)?

Do you dare to reveal who or what organization paid for the printing and addressing of that meddling letter?

### TIME FOR ANALYSIS!

Isn't it about high time that the tax paying citizens of this country find out what is going on within the Halls of Congress . . . find out just how far any member of Congress can go in spending the taxpayers money for deluging the country with propaganda?

I am a plain, ordinary citizen, Senator. I can't require you to answer questions. But I think you owe it to the country to make an explanation. Perhaps some patriotic citizens of Montana could demand that you explain.

You can not be unaware that all of this is going on . . . that this cancer of disruption is spreading into the structure of our mail system. You cannot disclaim responsibility or knowledge of the misuse of your frank. You alone are responsible. You have allowed widespread and promiscuous use of your frank for propaganda purposes. You know or should know that batches of your franked mail for promiscuous addressing have been passed around at meetings attended by Nazis, anti-Semites, Fascists and those who do not love America. You, in the material circulated nationally under your frank have helped to carry out the Nazi theory of "Divide and Conquer." You have helped in creating the wave of racial and religious intolerance sweeping the country by such statements as "Now we find these same international bankers with their friends the royal refugees and with the Sassoons of the Orient and with the Rothschilds and Warburgs of Europe in another theme song . . . Our investments in India, Africa, and Europe must be preserved. Save democracy!"

You know that these anti-Semitic statements sound very similar to Hitler's own phrasing, as: "The Jewish capitalistic warmongers, their hands stained with blood, saw their tangible pretext for realizing their diabolical plans vanish. Once again we witness a conspiracy of . . . money grabbing financial magnates for whom war was a welcome means for furthering their aims."

Don't you know, Senator, that what we need in this country is a unity of purpose, a desire to fight with words, money, strength, faith and tolerance the enemies of truth, kindness and freedom?

What has caused you to become the leader of this gang of "divide and conquer" propagandists? Is it your deep personal hatred of the elected head of our country, who (at the very least) should be respected and upheld in the most crucial time in our history? Politicians like you should stop for a moment and read again and again and again Stephan Decatur's toast of 1816. "My country! In her intercourse with foreign nations, may she ever be right; but, right or wrong, my country." You, Senator Wheeler, are not the



man elected by the people to have "intercourse" with foreign nations. Party lines, personal grievances, should make no difference now when the head of this country is battling with enemy forces who want him discredited and ridiculed. Could it be possible that you are misguided by the plans for a Peace Party to be dominated by you, John L. Lewis, and Lindbergh? What do you and these other frank-using Congressmen want? Glory, power, defeat . . . or what?

I am not the only one who knows about the misuse of the franking privilege for propaganda purposes. You, no doubt, read the press release issued by the Overseas News Agency on April 27th. In case you missed it, here are verbatim quotes. You should have all the facts:

"WASHINGTON, April 25th (ONA)—The American public which is spending seven billion dollars for aid to embattled democracies, is also spending cash to send through the mails to mailing lists compiled by pro-Nazis, literature designed to kill aid for democracies.

Definite proof that defeatists and isolationist Congressional speeches are being distributed in enormous quantities through pro-Nazi, anti-Semitic mailing lists at the expense of the American public was obtained by this correspondent today.

In Omaha, Neb., Charles B. Hudson, violently anti-Semitic publisher, admitted to reporters that he had distributed isolationist speeches under the Congressional free mailing franks of Senators Worth Clark of Idaho, Bennett Champ Clark of Missouri and Burton K. Wheeler of Montana, and Representatives Oliver of Maine and Bolton of Ohio.

This last week in Washington, subscribers to Hudson's pamphlet, "America in Danger" received three speeches reprinted from the Congressional Record—speeches by Senators Clark of Idaho, LaFollette of Wisconsin and Brooks of Illinois. They were entitled respectively, "You are on your way to war," "Stop the march to war," and "Three steps to war."

None of the speeches were mailed from either Washington or the states the Senators represent in Congress. They all came from Omaha, Hudson's headquarters, and Hudson, whose pro-Nazi activities were exposed by the Dies Committee, has admitted sending them all.

The speeches were reprinted from the Congressional Record "not at government expense." This means only that they were reprinted at cost by the Government Printing Office.

In at least one case, the office of the Senator involved denied knowing through what mailing lists the speeches were distributed and in Omaha, Hudson told reporters that the Congressional speeches didn't come directly from the Congressional offices for distribution through him but "are sent to me from the East but I don't know who sends them."

The office of Senator Clark of Idaho involved Representative Hamilton Fish of New York in the matter. Clark's office said that the speeches were sent only to the Order of the Purple Heart under Clark's frank so far as the Idaho Senator knew, but copies were sent to the office of Representative Fish and the thousands of pamphlets distributed through pro-Nazi mailing lists were purchased through Fish's office.

Senator Clark's office denied that the Idaho Senator had given permission for Hudson to use Clark's free mailing frank."

#### MISUSE IS GENERAL

I attach photographs, Exhibit D, showing other examples of franked mail "allowed to be used" by E. C. Johnson of Colorado, D. Worth Clark of Idaho, James C. Oliver, Maine, and Clare E. Hoffman of Michigan.

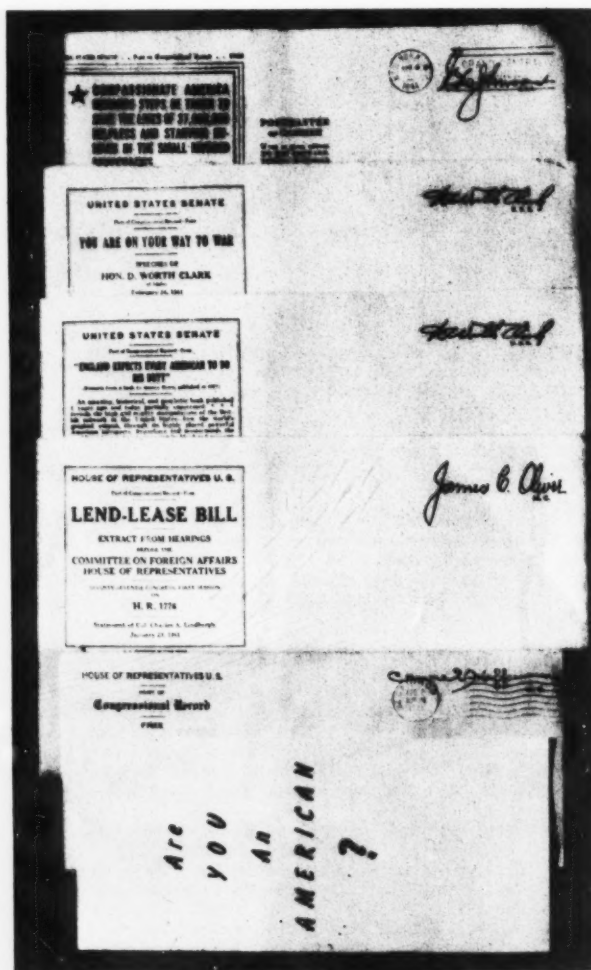
Johnson of Idaho circularizes citizens of Texas asking them to feed the invaded countries (of course, that wouldn't help Hitler . . . much); the Honorable D. Worth Clark allows his franked mail to be used repeatedly by who-knows to spread the cause of disunity and apathy toward Hitler's conquests; Clare Hoffman really violates the Postal regulations because he reprints an insertion in Congressional Records in booklet form with a cover bearing title "Are you an American?" It is against the law to "embellish" Congressional proceedings and mail under frank. (But why follow the law, when there is no penalty for a violation of it?)

James C. Oliver has been extraordinarily active in broadcasting tons of Nazi-decorated Lindbergh's statement inserted in the "record." A University professor in TEXAS received a franked Oliver (Maine) envelope post marked New York and bearing an address sticker obviously made from address plate of a trial subscription to Scribner's Commentator, the great appeasement and God-bless-Hitler journal. Investigation shows that these reprints of Lindbergh's

statements inserted in Oliver's franked envelopes were ordered by the Washington Chapter of the America First Committee through Oliver's office under instructions received from the New York office of the America First Committee. These blank stuffed envelopes, bearing Oliver's frank, were distributed through Philadelphia, Chicago, New York and other areas for addressing by miscellaneous promiscuous unknown and unnumbered persons.

It is presumed logically that the America First Committee paid for these reprints. But they were delivered free under legal protection of Oliver's frank. Why should the America First Committee be permitted to send its propaganda through the mail free of charge? You have elected to be the spokesman for the America First Committee . . . when you well know that their meetings are packed with every breed of pro-Nazi and un-American agitators. You well know that the Nazi agents who ran the now defunct American Fellowship Forum have been and are now actively campaigning for the America First Committee. You cannot be unaware of the wave of strong-arm terrorism growing around America First meetings . . . resulting in the physical assault of "democratic" objectors. Ask me, Senator, about the beating received by a 69 year old American who objected to the un-American remarks of a speaker at an America First Committee Rally!! Is that YOUR IDEA OF DEMOCRACY?

#### EXHIBIT D





We could go along like this, Senator Wheeler, for a long time. We could tell you about a friend of ours who reported on March 12th by wire that he saw a sackful of franked plain propaganda mail from a certain Senator in Washington delivered to the Defender Magazine (edited by Gerald Winrod) at Wichita, Kansas for readdressing to their pro-Fascist, anti-Semitic, pro-Nazi list. (The Nazi World Wire Service recommends Winrod highly.)

That means that the franking privilege was prostituted by being loaned to an outside organization whose interests are far from American. All within the letter of the law perhaps . . . but tottering close to the hair line of TREASON.

#### WHAT CAN BE DONE?

I'll rest my case here, Senator. This plague of disruption . . . this insidious gnawing at the vitals of decency and of good statesmanship . . . is happening right here in America . . . in your and my America. Those who hear about it for the first time say "It can't be true." But, IT IS TRUE. A small clique of obstructionist members of Congress have prostituted their right to the franking privilege; they have turned over this right to bundists, crackpots, anti-Semites, anti-Americans; they have violated (in spirit at least) the laws and regulations governing the use of the frank. They have violated their oath to uphold the dignity of their high office. And these same members of Congress are the most loud spoken in their criticism and contempt for those who are trying to guide this country through trouble waters. They label all critics of their questionable actions . . . WARMONGERS.

I'm glad that you asked for an explanation of my charges. You forgot to mention that in the letter I wrote to your informer, Miss Clark, I said, "Don't think for a minute that I am a warmonger. I have three boys of my own (see letter to them, Exhibit E). I don't want to see them shot. But I believe the American people can stop Hitler if they will stop being appeasers." The time has come to get tough. You and Senator Nye have one common glaring inconsistency in all your speeches and propaganda mailings (I've read and listened carefully). You claim that "this is the same old kind of border dispute . . . that America is being bombarded by pressure to get us into war." Both of you have refused to keep in step with changes and to face the facts. This is a new kind of war of disruption . . . a war preceded by skillful mail propaganda used as a military weapon. I could prove to you and Senator Nye (if you would listen) by Post Office Records and by the minutes of the Direct Mail Advertising Association, that direct mail was only just beginning in 1914, 15, 16, 17. It was not used widely as a commercial advertising vehicle. It was not used to any extent by foreign governments.

Direct mail (see postal figures) did not start growing until the 20's. Until the advent of Communism, no foreign government used direct mail as a means of influencing the citizens of another country to accept or approve of a form of government inimical to their own. Hitler killed direct mail in Germany because he had used it to win Germany for Nazism. Hitler has built and operated the largest Direct Mail Campaign in the history of Advertising . . . a campaign designed to sell Disruption and Destruction. And, as in France, Belgium, Poland, Denmark, Holland, etc., Hitler has succeeded because he was able to get "Patriots" to participate in his unbelievably complete direct mail scheme. (Refer back to Chart marked Exhibit A-3.)

You and Senator Nye could become two of the biggest men in our history . . . by calmly reviewing the facts . . . by admitting without thought of personal pride or ambition that you were misguided or misinformed . . . and by using your prestige and new found faith in United States to help mould this country to the single dominant purpose of defeating the scourge of lust and power which is Hitler's Voice of Destruction.

Before concluding please add this pertinent information: I am acting solely as an individual citizen. I am interested professionally in the legitimate use of the United States

mail. I have a logical right to uncover and print information about the fraudulent or questionable use of the mail, by business cheats, by foreign governments or . . . by members of the Congress of the United States. The dignity of your position deserves respect—and I respect it. But I cannot uncomplainingly respect the holder of the position . . . when he has used it, in my opinion, as a Voice of Disruption.

I represent no Association or propaganda group. I have been financed by no outside organization or individuals.

I am not a warmonger and I have yet to discover any evidence of so-called warmongering in the contacts I have had with business men or government officials.

For thirteen months I've waged a battle to uncover and destroy subversive activities in the mails. I've had threats and I've been taken "to the mountain top of attractive offers" . . . all sorts of efforts to make me stop. I WILL NOT stop until the wholesale misuse of the mails is stopped. I'm willing to step aside and put the finish of the fight in more capable and effective hands. I'd even be willing to turn the job over to you.

I repeat my accusation that you and other named members of Congress have misused, or allowed the misuse of, your franking privilege in the interests of the disrupters of the American Way of Life. (Knowingly or unwittingly.)

You have participated in a practice which in last fiscal year (according to Post Office Cost Ascertainment figures) cost the taxpayers \$1,217,346.00. (The credit Post Office received for carrying franked mail. The amount will be much larger this fiscal year judging by your increased use of the frank.)

If you are sincere Senator in your much publicized patriotism, I will retract my charge on the day that you stand up in the Senate and propose:

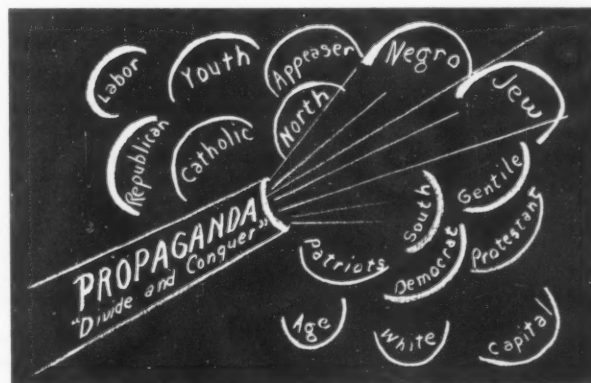
- (a) An Emergency Legislation Act . . . making it illegal for any foreign government (or its agents) to solicit or approach by mail or in person any resident of the United States for the purpose of influencing an acceptance of a form of government opposed to our own. Such an Act in legal and constitutional phraseology would close the German Library, the German Railroads, the German American Board of Trade and all Communist and Fascist branches.
- (b) A complete revision of the franking regulations making it illegal (with penalties) for any member of Congress to lend the use of the frank for propaganda purposes—or to use that frank FOR ANY PURPOSE except official business or for correspondence with constituents.

Until that day, Senator Wheeler, I'll keep watching, collecting and accusing.

The end of the fight may be up to you.

Sincerely,

(Signed) HENRY HOKE  
Publisher.



## — Excerpts from —

## A LETTER TO THREE SONS

Originally printed in the June 1940 REPORTER and reprinted widely all over the world. It is inserted here to make this record complete.

Dear Boys:

It won't be for very long I can call you *that*. You have grown fast. It seems so short a time since we built the trains in the cellar . . . and packed them away to hold for little future-fellows. The world moves so fast these days . . . we've all had to grow up quickly . . . and you must look at *your new world* with eyes more mature than mine when I professed youth.

It's time for us four to have a "bull-session" and find out where we stand. I'll put my end of it in a letter.

Those mimeographed sheets you've been getting in school (stuck under your door, etc.) . . . and those doubtful doctrines discussed (sometimes approved) by teachers and newspapers and your elders . . . have mixed-up your thinking until it's no wonder you wonder what all the shoutin's about.

What are you going to BELIEVE? That is the real problem of youth. What is the one thing that most worries the fathers of fine sons? I'd say . . . the *Indifference of Youth* to the whole problem of this new world you face so calmly.

Maybe (and it is most plausible) Life has been too easy for all of us. Maybe youth has had too many busses to take them to school; too much hot water without chopping wood; too much "finger-tip" music and news without shoveling a path through the snow to the town hall or to the debaters around the stove at the corner store. Too much freedom and leisure and vacation . . . without having to fight to keep the Indians away from the playground clearing. Too much solicitude for shorter hours of work . . . without realizing that work is fun and that leisure is satisfying only when truly earned. Maybe that is the cause of the *Indifference*. Is it? You answer. Maybe the blame falls on us fathers.

## FOUR SUGGESTIONS

**First:** I don't believe there is a single father in this America who wants to see his sons forced into a war. I don't believe any American (official or plain citizen) wants fine, clean boys

like you to be slaughtered. Weigh those rumors of war mongering carefully. They smell . . . fishy.

**Second:** I nominate you three boys as charter members of a new club to be composed of American Fathers and Sons. Let's call the new club: "The Hi-Timers." (It's *hightime* we're doing something about this America of ours.) Get it? Let's have many sober and serious sessions to find out what all the shouting is about. Let's weigh calmly and sincerely all these foreign claims that America is no good . . .

**Third:** I don't want to be sappy in this session. I don't want to do any flag-waving vaudeville stunt for you. We'll dispense with the reading or singing of "The Star Spangled Banner" . . . but Good God Almighty boys—do your share in all your contacts from this minute on to change the *Indifference of Youth* into a deep and sane love of this free country you inherit.

What do you think of America? Isn't it great? Are you going to let these foreign propagandists lull you and your friends to sleep or into thinking there is Utopia at the end of a bloody rainbow of lust and murder and regimentation? Or conversely, are you going to let some of the crackpots which exist and flourish in a DEMOCRACY flim-flam us with theories that we shouldn't work (and *regiment ourselves if necessary*) to protect this country of ours from the enemies of our peaceful pursuits?

**Fourth:** In these changing days—read *both sides* of all controversies. Be skeptical of obvious propaganda. Search for the motives behind the appeals you receive. Study the history of this country—not as you studied in school—but as an absorbing, personal guide to your future. Read, analyze, and look at this land of yours objectively and patriotically. If we all have to go to training camps to prepare ourselves for possible protection—let's do it gladly. Let's say it's Hi-Time we all are willing to get away from ease, and to work a little overtime to keep safe the land that has given us this *ease and work*.

It is *your* America, Boys. It belongs to you and your boy-and-girl friends. It belongs to you and the kids who may some day unpack and rebuild the old trains.

I've got to get back to work. I leave the rest of the session to you. Call the first meeting of *The Hi-Timers* to order. Organize it, promote it (by Direct Mail if necessary). But above all . . . be a *Hi-Timer*, and by your courage and example destroy the *INDIFFERENCE OF YOUTH*.

Change that *Indifference* to Fire and Faith and Hope for a Free America. You can do it . . . and the fellow who knows you can do it is

**Your Dad**

## SO WHAT?

What are we Americans going to do about this barrage of propaganda in the mails? A barrage which spills over into the Press, into the Schools, Churches, Homes, Factories, Offices—and into meetings of all kinds.

How can we stop it without wrecking the very freedom we are trying to protect—the freedom of speech, of press, of assembly?

Laws could be devised to limit the use of the mails—during the emergency at least—to Americans. Sedition laws possibly could be invoked against those trying to undermine love for America among the soldiers and students. Laws could be devised (see suggestions made to Senator Wheeler) to restrict the *misuse* of the mails by foreign interests—and to eliminate the misuse of franking privileges.

These are jobs for lawyers and lawmakers. In the meantime all of us can fight this propaganda with a concerted drive to expose it, explain it—and show it for what it really is—a *gigantic fraud*. All of us can individually become crusaders and fighters for Democracy.

We can refuse to be influenced by defeatism, by appeasement, by anti-democratic hokum. We can be *more tolerant*—and refuse to become part of the scheme to stir up racial, religious, political or group-against-group intolerance.

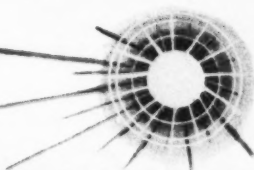
We can carry the story contained in this report to all of our contacts. We, as individuals and groups, can defeat Nazi, Fascist and Communist inspired fear—by refusing to be afraid, by refusing to be confused by the deluge of disruption.

Use this report as basic material for discussions at school and civic meetings. Use *your freedom of the mails* to let your wishes be known at Washington. Don't let the *disruptors* do all the writing!

America is worth fighting for. If this is to be a war of propaganda—of internal disruption—let's show the disruptors that American Advertising and Public Relations genius can stage an effective counter-action of its own.

The Reporter offices at 17 East 42nd Street, New York will be glad to furnish leaders of business or civic groups free of charge with reference lists of source material on this subject of propaganda in the mail. Reprints of this report will be available at a cost price for quantities.

# Light Up Your Letterhead!



Inner illumination in a letterhead—gained by a warm color glowing through a cool one! Drama in a letterhead, through the simple device of using a part of the manufacturing process as a crucial part of the design! Beauty in a letterhead—because of the perfection of layout and drawing!

Illumination—the dramatic use of Light in lithographed letterheads—is the theme of a new book by Dale Nichols, titled "Light Up Your Letterhead." The letterhead reproduced here in miniature is one of many that are shown in full size and full color in Mr. Nichols' book—one of the many that make "Light Up Your Letterhead" a gold mine of letterhead ideas all based on a revolutionary new principle of letterhead design.

If you are interested in more effective letterheads—letterheads that appeal to the emotions of those to whom you write letters—you will want to see "Light Up Your Letterhead."



## AVAILABLE ONLY THROUGH LITHOGRAPHERS

Because "Light Up Your Letterhead" is part of a plan to aid lithographers in the production of more effective letterheads, it is available only through aggressive, well-qualified lithographic concerns. Every day the distribution of "Light Up Your Letterhead" is increased through more and more lithographers adopting it as part of their service to customers. They are demonstrating its tremendous possibilities to letterhead users . . . proving that a one-color letterhead or a multi-color heading can take equal advantage of this revolutionary new theory.



## WRITE FOR THE LIST OF LITHOGRAPHERS

As "The Reporter" goes to press, it is impossible to give you a list of lithographers who are ready to show "Light Up Your Letterhead," for the list is increasing too rapidly. Write Fox River Paper Corporation for the names of those who can make it available to you, to aid you in securing more effective letterheads. They will be ready to demonstrate its sound merits.

Future issues of "The Reporter" will demonstrate other letterheads from "Light Up Your Letterhead" . . . will list the lithographers whose representatives have it to show you. But if you want to "Light up your Letterhead" immediately, write—

**FOX RIVER PAPER CORPORATION** *Appleton, Wisconsin*





Specify  
TENSION TIE  
ENVELOPES

## "Tension Tie" WON'T PULL OUT!

This string is put there to stay! No matter how bulky the contents, the Tension Tie envelope never gaps or pulls loose. Made in any size or shape. Samples on request.

### TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

### KIDDING DISRUPTORS

Following the appearance of this reporter at the Boston Advertising Club with his expose of subversive activities in the mail, a clever copywriter got to work and prepared a handbill which was distributed at various student meetings sponsored by "those people who are trying to disrupt the students." The name of the clever copyriter is Matilda L. Clark, who is on the copy staff of the Dickie-Raymond organization in Boston. We pass along the copy which appeared on the mimeographed one-page handbill . . . thinking that others may want to use it for a similar purpose.

STUDENTS! You are doing valuable work which history will some day recog-

nize! When the day comes, you will be properly rewarded. In the meanwhile, it gives us great pleasure to recognize here and now your efforts in behalf of The Cause.

*For giving widespread publicity to these ideas . . .*

—This war is the same old delusion. This is just another "crusade" to save PLUTO-democracy.

—Those who are too old to fight are the ones who want to send convoys to England.

—The German Army can not now be stopped. Continued resistance is futile. It only needless bloodshed.

—What happens to the rest of the world is of no concern to America. Real Americans will keep their noses out of other people's affairs.

—Americans can do business with Nazi Germany just as well as she has with the British Empire.

—The Nazis have no designs on America. Although Hitler has said many times just

how he plans to conquer the U. S., he no longer means what he said.

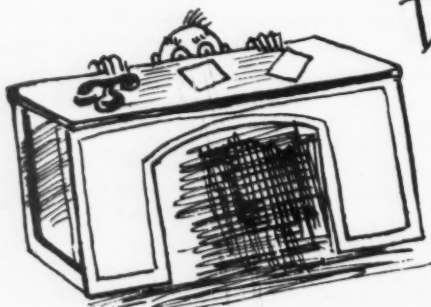
—Even if they wanted to, the Germans could not invade America from any point. There is not a plane built today which could fly from Europe, bomb the U. S. and return to Europe again. If the Nazis haven't been able to cross the Channel, how can they get across the Atlantic?

—You can't believe anything you read in the newspapers and magazines, or over the radio or in the movies. It is all Jewish-controlled British propaganda.

—It's the politicians who are leading us into war. If our Army or Navy experts had complete control, then we would know whether or not to believe that America is threatened.

—And if America is threatened, we should stop sending planes and armaments to England, and keep them to defend America.

—Europe should be united anyway. Why fight to create again a Balkanized Europe? To fight against the New Order in Europe is to fight against the march



Don't hide from  
your prospects ---

WRITE to them — often. Tell them about yourself and what you're selling. Let the Ahrend creative staff tackle your problem. For RESULTS from your Direct Mail — phone WOrth 2-5892 today.

**D. H. AHREND CO., INC., 52 DUANE ST., NEW YORK**



of history. Why not be realistic and let Germany control Europe, while America runs the Western Hemisphere?

—Anyway, one thing you can say for Hitler is that he has certainly handled the Jewish (Catholic, labor, unemployment, etc.) problem.

For YOUR HELP, either conscious or unconscious, in spreading this propaganda, you are praised and thanked by the Nazi gangsters. You are doing Hitler's work here in America! *We realize better than you do that these statements are all false. But as the Fuehrer has said "Tell a lie big enough, and people will believe you."*

While honest Americans may be inclined to believe one or two of the points mentioned above, isn't it odd that the whole GERMAN PROPAGANDA EFFORT is concentrated on spreading this very idea? If you are not one who has been taken in by this kind of talk, this message is not intended for you. But please pass it along to someone who has been a SUCKER.



This "Let's Go" design has just been released by the War Department to stimulate interest in the Flying Cadet training program which calls for 30,000 pilots a year. Purpose is—to interest men between the ages of twenty and twenty-seven in applying for information through the Corps Area headquarters, or the various recruiting stations.

The Reporter is glad to cooperate with the Bureau of Public Relations

in telling you all about this design. Mats can be secured free of charge from the Adjutant General's Office, Enlisted Division, Dept. F.C., War Department, Washington, D. C. They come in three sizes  $2\frac{1}{2}'' \times 2\frac{3}{4}''$ — $2\frac{1}{2}'' \times 2\frac{1}{2}''$ — $2\frac{1}{4}'' \times 1\frac{1}{2}''$ . Use them on letterheads, envelopes or your postage meter indicia.

### D.M.A.A. Changes Dates

Remember . . . the Direct Mail Advertising Association Convention will be held one week earlier than previously announced. The new dates are October 8, 9, 10, 1941. The Convention will be held in Montreal, Canada with the Mount Royal Hotel as official headquarters. Plan to be there.

*Give the Signal for Quality*

**with MERCURY PRODUCTS**

**MERCURY-LITH ROLLERS**  
For Your Multilith

A roller worth cheering about! It has every feature operators prefer in a Multilith Roller. It is guaranteed to your satisfaction.

**MERCURY-LITH BLANKETS**  
For Your Multilith

These scientifically designed blankets last longer. They have great tensile strength, smooth, unblemished surface, and the same qualities as the famous Mercury Blankets for use on the largest Lithographic presses.

**MERCURY-GRAPH ROLLERS**  
For Your Multigraph

Operators find that by using Mercury-Graph Rollers it is possible to sharply improve the quality of ink distribution, which results in clear, more uniform reproductions.

D. M. Rapport  
President

**RAPID ROLLER CO.**

Federal at 26th  
Chicago, Illinois

# VARI-TYPER

THE OFFICE COMPOSING MACHINE WITH CHANGEABLE FACES AND SPACES

AUTOMATIC  
JUSTIFIER

A-9 Model



The pointer  
tells you when  
to stop typing

HERE'S A SIMPLE, practical, economical machine which every reader of THE REPORTER should own.

Similar in operation to a typewriter, it has instantly changeable type faces. Touch impression is electrically controlled so that all characters are clear and of even density; lines can be evenly justified by simple, easily understood adjustments.

Thousands of business and government organizations... including many Direct Mail Advertisers... use the Vari-Typer for office forms, bulletins, house

magazines, statistical records and surveys. It saves type setting -- and many of the delays experienced with outside composition.

Speaking of trick forms and unusual mailing pieces -- Vari-Typer can show you something along that line, too. Two of our recent description folders are of the die-cut, pop-up variety. Drop us a note and we'll be glad to send you samples. Ask for the Justifying and Secretarial folders... of course they are composed on Vari-Typer. Send for your copies today...

ASK FOR A DEMONSTRATION IN YOUR OWN OFFICE

RALPH C. COXHEAD CORPORATION

**VARI-TYPER**

Text type set  
on Vari-Typer

333 SIXTH AVE., NEW YORK, N. Y.

## POST CARDS . . . AND HUMOR

Several times in the past we've commented on the excellent cooperative campaign of the Pennsylvania Hotel Association. A new phase has started, directed to sales managers, urging them to have their salesmen stop at hotels. Campaign consists of a series of post cards measuring 7½" x 5" printed in two colors, mailed at two-week intervals.

A series of cartoons dramatizes the advantages of staying at hotels as compared with other types of accommodations. For example, one carried cartoons showing typical salesman "Homer, the unsuccessful salesman," and "Sam, the successful salesman." Sam enjoys the comforts and conveniences of the hotel. He's reachable by his relatives and home office. The fine facilities give him a "sense of well-being" that enables him to concentrate on his work and make sales.

Whole series is cleverly designed . . . and should get satisfactory results.

## COMPREHENSIVE CATALOG

The A. C. Gibson Company, Buffalo, New York sell all kinds of marking devices—to mark wood or glass, steel or stone, paper or plastics. So large and varied is their line, that it took 128 pages to present it in a catalog—but they certainly did a fine job.

It is a convenient 8½ x 11 size, wire bound to open flat, with stamped, imitation leather covers. Printed on coated stock in blue ink, it's complete with illustrations, adaptations and schedules, complete index and a page of shipping information. A good example of what can be done with a catalog of this kind when it is properly planned and produced.

THE REPORTER



## "You Gotta Stop 'Em to Sell 'Em!"

Some folks sell by mail . . . some by female. But however you go after prospects, "you gotta stop 'em to sell 'em."

Take your catalog, for instance. Or your price list or portfolio or mailing piece. Its pages may be filled with fine artwork. It may carry a hum-dinger of a message. But it won't sell your product for beans . . . unless it stops prospects at a glance and makes them say, "Here's something worth looking into!"

If you want to make your printed

message click, "package" it to win *and bold* attention. Give it a cover that stops the reader, catches his eye, excites his interest. Give it a Hammermill Cover that will protect it, keep it sparkling and attractive.

You will like Hammermill Cover for its rich, brilliant colors . . . for its distinctive finishes . . . its clean printability . . . its strength and durability. You will like it for its moderate price. And because Hammermill Cover is alike on both sides, it can be printed economically, work and turn.

### WANT SOME COVER IDEAS?

► Mail coupon for 45-page sample book showing the styles in Hammermill Cover Papers. Widest range of stock colors, weights and finishes under any one brand name. More than 500 items quickly available.

**FINISHES:** Ten luxurious finishes to give your catalog distinction—ripple, antique, sandstone, crepe, brushmark, morocco, heavy leather, shadow, veneer, tweed. Every one easy to print.



**COLORS:** Sparkling eye-stoppers to give your catalog new life and snap: white, straw, lime, sepia, gray, gold, blue, green, tangerine, cobalt, scarlet, black.

**WEIGHTS:** All the popular cover weights are available for each color and finish . . . plus a special 160-lb. white for mechanical bindings.

In this book you'll quickly find the right answer to practically every cover requirement. Use the coupon below to send for it now!



HAMMERMILL  
COVER

BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Co., Erie, Pa.

Gentlemen: Please send me the 45-page sample book of Hammermill Cover Papers.

Name \_\_\_\_\_

Position \_\_\_\_\_  
(Please attach to your company letterhead)



# IDEA FILE series designed exclusively for large users of direct mail **NOW** available in a limited edition . . .



**You will receive a handsome, numbered, inscribed File for your desk, and 52 mailing units complete with suggestions for production and sources of supply.**

**T**HE Idea File was originally conceived to help improve the creation and production of direct mail and was presented free to clients and friends of Mailings Incorporated. The first unit was mailed out 26 weeks ago. Since then requests to be placed on the list have been received from points as far distant as New Zealand. Inquiries were discouraged because of the expense of this program—but they answered, "We'll pay the cost." The 52 piece series is therefore being made available to a limited number of direct mail users (except agencies, printers and lettershops in New York City).

## HERE'S WHAT YOU GET FOR \$10

. . . immediately, an Idea File inscribed with your name, containing the first 26 pieces. Thereafter, you will receive the balance of the mailings weekly for the next 6 months. **IMPORTANT:** You can use any part or all of the ideas without permission and you will never be solicited for business.

## SEND NO MONEY!

**GUARANTEE:** Keep the file for two weeks; study the ideas; if you don't get help worth many times ten dollars, return the bill and the charge will be cancelled.

## MAILINGS Incorporated

25 West 45th St. • New York, N. Y. • LOngacre 3-2270

MAILINGS Incorporated  
25 West 45th Street, New York, N. Y.

Send me an inscribed Idea File containing the first 26 pieces—a bill for \$10 as per your guarantee—and enter my name for the next 26 weekly units in the series.

NAME.....POSITION.....  
COMPANY.....  
ADDRESS.....

## WHAT THEY SAY:

"Mailings Incorporated is to be commended for doing a completely unselfish job in presenting an important array of direct mail ideas with instructions for production."

—Frank Egner  
McGraw Hill  
BOOK COMPANY

::

"Your Idea File is invaluable as a means of surveying the field of format possibilities during the zero hour when the mailing is being born."

—Nicholas Samstag  
TIME MAGAZINE

::

"I'm not trying to plug Lewis Kleid . . . but try to get on his list. It's the most courageous job of presenting a collection of unusual ideas — I've ever seen."

—Henry Hoke  
THE REPORTER  
OF DIRECT MAIL

## CASE HISTORY OF READABILITY

Add this interesting letter from L. D. Brandt, Sales Promotion Department, Davega-City Radio, Inc., 76 Ninth Avenue, New York City, to the ever growing case history file.

When the Federal Communications Commission announced that changes were to be made in the radio station frequencies, we prepared a direct mail campaign to a special list of 30,000 of our customers, a great percentage of whom we believed to be the owners of push button receivers.

We maintain one of the largest radio service departments in the country and we were confident our facilities would be sufficient to handle whatever requests were received in response to our exclusive offer to our customers of \$1.00 for this push-button readjustment service.

On March 20th the first lot of 5000 pieces of postage metered third class mail went out which was followed by subsequent mailings of 5000 per day.

Orders came pouring in by the thousands and in order for us to be able to give fairly prompt service, we were obliged to augment our staff of service men with extra crews.

At this writing, orders for the service are *still* coming in which, by the way, is further proof of the long pulling-power a *hot* direct-mail piece will have. Thus far, the official count of orders received on business reply cards is 4,384. Also, 1,182 requests for push-button readjustments were put through our branch stores and taken over the phone. (We printed the telephone number of our Service Department so that customers could order the service in that manner, if they wished.)

As no newspaper ads were run . . . nor did we even display a show card in any of our store windows about this offer, there can be no question that these returns all originated from the mail campaign.

Aside from this definite response received in the way of orders, there is no way of estimating to what great extent our company must have benefited in winning the good-will of so many of our customers.

Davega, for many years, has been a consistent user of direct mail in promoting sales as well as customer good-will and we

have had frequent gratifying results to show for our efforts but I have never before experienced such a high percentage of returns in *actual business* (no free offer.)

*Reporter's Note:* Thanks to L. D. Brandt for an interesting case history. If your Direct Mail is *timely*, if it is believable and honest—it will get results.

## BUSINESS AS USUAL

Some time ago we reported that British firms were continuing their Direct Mail campaigns to promote overseas business . . . in spite of all handicaps. Reporter Jimmy James of National Broadcasting Company, received on May 12th a form letter mailed by Groves & Lindley Ltd., Huddersfield, England, mailed on April 23rd. Because this letter reflects a spirit which cannot be beaten down, we give you the copy:

Dear Sir:

If you have already sent for our patterns please excuse this reminder. But we do not wish it to be through any fault of ours that you miss the opportunity of seeing what a fine selection of cloths we have to offer in spite of war time. Moreover, we are anxious that you should be given the same chance as any other customer to obtain your requirements either in the way of garments or cloth from the stocks still available in our warehouse.

Confidence in Great Britain's ability to win through to victory, which in the minds of many of our overseas customers suffered such a serious setback after the capitulation of France, is rapidly being restored.

This is not wishful thinking. We are finding a definite improvement in trade, and if this continues, as we are sure it will now that our Forces on land, on sea and in the air are taking the initiative, it is going to be a case of "first come first served" as far as our stocks are concerned.

Do send for the patterns, anyway—you will be glad you did. You must have new clothes sometime, and you will find it very hard to get the equal of either our materials or values.

THE REPORTER

# Buyers!...

## BY THE MILLION

DEMANDS and desires of millions of buyers are turned into profitable sales when effective and economical mailing pieces do their part. And for long-run, productive printed advertising, be sure to specify SARATOGA *English Finish* — folds well, dries quickly, takes smooth ink impression, gives excellent half-tone reproduction, and saves money because it is especially made for low-cost production. In White, India and six colors in standard sizes and weights.

## GET YOUR COPY

of our new and informative demonstration folder, **BY THE MILLION!** Make your request now.

**INTERNATIONAL PAPER COMPANY**  
220 East 42nd Street • New York City, N. Y.  
Boston • Chicago • Cleveland

# SARATOGA

## *English Finish*

AN INTERNATIONAL PAPER VALUE



Made by the Makers of: ADIRONDACK BOND & LEDGER • INTERNATIONAL MIMESCRIP • INTERNATIONAL DUPLICATOR • BEESWING MANIFOLD • TICONDEROGA BOOK • TICONDEROGA TEXT • INTERNATIONAL TI-OPAQUE • CHAMPLAIN BOOK • SARATOGA BOOK • SARATOGA COVER • INTERNATIONAL OFFSET



Linton's Idea  
of the Month

LB



Each month during 1941 we are providing a new Idea for direct mail, based on the pulling power of BRISTOL.

#### THIS MONTH

"Look Before You Leap" combines a widely known phrase with an effectively humorous treatment.

We won't tell you any more about it. Get the Idea itself — with the file folder and the other monthly Ideas to follow, by writing to

**LINTON BROTHERS**  
Fitchburg • Massachusetts



### MONEY FOR YOUR LISTS

You *don't* sell your valuable names. But **RENT** them for handsome royalties to non-competitive businesses. Material is addressed and mailed by you at your Postoffice. If you can use increased *income* write today for details.

JAMES E. TRUE ASSOCIATES

117 East 29 Street New York City

**"IT'S A TRUE LIST"**

### A NEW DAY HAS DAWNED

**A**LTHOUGH this *reporter* has been on friendly terms with most of the Advertising Managers of paper mills . . . his pet peeve these many years has been against the lukewarm, lackadaisical, standardized, all-cut-from-one-pattern advertising of the paper mills. A few years ago, we called every paper merchant in New York and had them send to us the advertising portfolios of every paper company each merchant represented. It was startling to see the similarity in design and ideas.

Of course, it's true that several of the old established paper companies have for years sold the idea or the use of their product rather than the product itself. Those names will pop into the consciousness of any Direct Mail user.

We are glad to report that after years of harping on the subject a new day is dawning in general paper merchandising. The Reporter is not, never has been, and never will be a *puff sheet*. We have deliberately avoided mentioning the promotions of the suppliers of materials and production equipment in the Direct Mail field for fear our mentions might be considered as adroit angling for advertising. That has been a common disease in the trade paper field. But if the paper manufacturing industry keeps up the pace of helpful, sincere and individualistic merchandising now in full swing, this *reporter* will let down the bars and we will praise to the skies those campaigns or pieces which deserve special mention.

The old-timers such as Warren, Mead, International, Hammermill, Strathmore, Appleton, etc., already know how we feel about their type of constructive, idea-giving promotion, and we can come around to them again later.

For this month we give *pats-on-the-back* to the following:

The Zellerbach Paper Company, 534 Battery Street, San Francisco, California, for a most clever idea file. Shipped in a little imitation leather bound box, measuring approximately 3 $\frac{3}{4}$ " x 5 $\frac{1}{2}$ " x 4 $\frac{3}{4}$ ". Top of box grooved to resemble two books when box stands on end. The books are entitled "Impressions in Miniature" and "Designed for Selling." Open the lid and inside you find three more little boxes. One is labeled "Bring Your Letterhead Up To Date." Open it and you'll find two little file folders containing 50 or so miniature examples of good letterheads. Open the next box shaped in miniature like an actual U. S. Mail Box and you find about 50 miniature examples of good envelope design. The next box is shaped like the container for playing cards. Open it and you have about 50 excellent dummy layout for calling cards. We understand that the scheme was so successful out on the west coast that even the Vice President, Vic Hecht, doesn't have a single sample for his own desk. This miniature sampling or miniature layout technique is popular. We mentioned it in our Survey of Unusual Mailing Pieces. The Strathmore campaign included in the Survey is one of the good current examples. We like the Zellerbach promotion because it puts a large number of miniature examples in a workable, usable and attractive file.

The next pat on the back goes to The Howard Paper Company, Urbana, Ohio, for its promotion on "Color Week—May 5th to 10th."

An attractive, 20 page spiral book measuring 14" x 11" to paper merchants, outlining a complete publication and Direct Mail campaign to stimulate interest in colored papers. We liked the whole thing because it tied in with our Survey on Unusual Direct Mail. Of the five Direct Mail pieces mailed at rapid intervals to 14,000 printers and 18,000 users of bond paper . . . all employ the die-



cut technique to attract attention and sample the product. In one piece, samples of various colored papers are placed underneath the die-cut row of chorus girls, so that each girl appears to be wearing a different colored suit. In a circus parade piece, the cleverly placed die-cuts with samples underneath show each elephant in the parade wearing a different colored blanket. Same technique used with a baseball game piece. A prize fight appeal shows each contestant with different colored trunks and the final shot "Get Into The Swim This Year With Color" shows the diving bathing girls wearing 14 different colored suits. It's a good sampling campaign and it deserves this pat on the back.

The third pat on the back goes to The Fox River Paper Corporation, Appleton, Wisconsin, for a most courageous effort. A beautiful colored book measuring 13" x 13 1/4", entitled "Light Up Your Letterhead," An Introduction To A New Technique In Letterhead Design by Dale Nichols.

The introduction gives a sincere and illuminating description of the formula for good letterhead designs . . . who you are, where you are, what you are, with emphasis on air brush technique and the careful selection of colors for putting across the "What You Are." The book then contains twenty full color and full sized reproductions of letterheads prepared with the air brush technique. Each letterhead covers a different classification of business. Each letterhead was designed and prepared by a different artist. The sheet on which each design is shown, explains the problem placed before the artist and it gives a short biographical sketch of the artist himself. The only place in the book where The Fox River Paper Corporation is mentioned is on the first sample page showing Fox River's own air-brushed letterhead. On all other sheets, the "trade-name" of the paper is placed inconspicuously at the bottom. These

books are being distributed thru lithographers. We understand that because of their high cost, they are not available to individual users of letterheads. But the lithographers co-operating with Fox River have enough copies to show or loan to prospective purchasers of letterheads with this air brush technique. This is one of the finest current examples of unselfish, idea-giving paper promotion. Dale Nichols, Dick Bellack and all of the twenty artists who co-operated deserve congratulations.

## BAD STRATEGY

Reporter S. J. Hiles, Advertising Department of Remington Rand, Inc., Buffalo, New York, sends a specimen to be added to the "Horrible Example" Department.

The American Museum of Natural History, New York, sends a printed form letter headed "Dear Nominee for Membership." Letter describes advantages of membership and urges the signing of the application so that new member will receive "current number of NATURAL HISTORY, your engraved certificate of membership and Inscribed Member's Ticket."

The joker is in the P. S. which reads as follows:

If you are already a member, we are sorry for this inadvertent invitation. Circumstances at times prevent an infallible check with our membership files. However, you can do a great service by passing on this invitation to an interested friend.

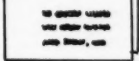
Here's Mr. Hiles' opinion . . . which is shared by *this reporter*.

The letter talks grandly about membership in the society, offers an *engraved certificate* of membership, and then in the postscript says, in effect, "Oops—sorry! We just bought a mailing list, and you're not important enough to us for us to bother to check it and see whether or not you already have your engraved certificate.

THE REPORTER


*Which will you have?*

**NAMES**



or

**PEOPLE**



Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

**D-R SPECIAL LIST BUREAU**  
(Division of Dickie-Raymond, Inc.)

80 Broad Street

Boston

## Announcing

A NEW IMPROVED QUALITY  
TO MAKE STENCILING  
**Easier**



**TEMPO FILM STENCIL**  
FOR ALL STANDARD DUPLICATORS

EASIER because it's custom-made . . . according to your specifications! Every desirable feature included. Combined with Tempo Film's patented advantages, Formula 217 is YOUR MODEL STENCIL! It should be tried to be appreciated. Mail coupon at once for FREE SAMPLE.



**MILO HARDING COMPANY**  
439 W. Pico Blvd., Los Angeles, Cal.  
Or, 515 Commonwealth Annex,  
Pittsburgh, Pa.

FORMULA 217 sounds like the stencil we want.

Send sample for \_\_\_\_\_ Duplicator.

**PIN THIS TO YOUR LETTERHEAD AND MAIL**

## Tie DIRECT MAIL PACKAGES *faster* BY MACHINE!

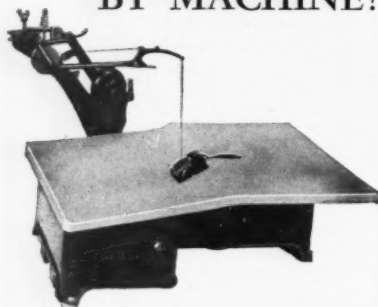


Figure your savings—in lower costs and faster production—by using the modern Saxmayer Tye! Model shown here is ideal for mailing departments. One operator at this Saxmayer machine can do the work of 3 or 4 expert hand tyers—more neatly and firmly, too. Ties stacks of envelopes in less than a second. Completely automatic—no levers to operate. Occupies little more space than a typewriter. The perfect answer for Sec. 562 P. L. & R. mailings. Write for more details or Free Trial. National Bundle Tye Co., Blissfield, Mich. Agents in all cities.

# SAXMAYER

**Saves Half**

**Your Twine and Tying Time**

FOR NEW READERS

or

FRIENDS OF OLD READERS

—A coupon to keep you from missing the ideas in each big issue of *The Reporter*.

THE REPORTER of Direct Mail Advertising  
17 East 42nd St., New York City

Here is \$..... for a.....year subscription.  
(1 year—\$3.00; 2 years—\$5.00)

NAME.....  
COMPANY.....  
STREET.....  
CITY.....  
STATE.....

## REPORT FROM SWITZERLAND

After many delays, and after allowing the Customs Officials to open the envelope, we finally received a letter from one of our few remaining subscribers on the continent of Europe. This letter from Erwin Ph. Wolfer, Postfach Fraumunster, Zurich, Switzerland, is so interesting that we take this space to give it to you in full.

You will receive through the Zürcher Kantonalbank \$6.—for the 2-year-subscription of your admirable REPORTER which I don't want to miss during the next two years.

It is always one of the nicest days of the month, when the postman brings your "Reporter." Then I take him home and read during the evening all the things about Direct-Mail about which you are splendidly reporting.

Here in Switzerland we are always interested to hear from America. Around us are states, which are anti-democratic. But our soldiers guard the frontiers. We are free to think, to believe and to speak about the things in which we are interested.

We liked "Mr. Smith going to Washington" because we also want several things differently done.

Too bad that a lot of good magazines have stopped to come. In the earlier years I bought always the Saturday Evening Post, Time, Ladies Home Journal, Readers Digest, Nation, etc. Now I receive only "Life." The kioks don't receive any more Readers Digest, SATEVE, Time, etc. I wonder why?

I would like to buy your "bible"—the Reporter course in Direct-Mail-Advertising. I have the R. Collier letter book, the 2 books of Earle A. Buckley, the Egner book, Cameron Mcpherson book about letters that sell, the "Tested Sales letters." Your bible

would have crowned all the splendid books about letters. But \$30 are too much in Swiss money.

I am sure you are interested to hear, that several of the house-organs which I have to edit, have the same arrangement as THE REPORTER,—an arrangement which the people immensely like.

You will find enclosed also some letterheads which will give you an insight in the letterhead-work of Switzerland. These letterheads are all the works of one of my earlier co-workers, Mr. Tschirky. How do you like them?

Very truly yours,  
ERWIN WOLFER.

P.S. Your No. 4 of volume 3 has not arrived. I received no. 8 on 28th of February. All things are to-day late!

**Reporter's Note:** We thank Mr. Wolfer, not only for his letter but for the beautiful sample letterheads. We've been missing that technique for delicate, unusual letterheads which seemed to exist in England and the continent only. They are still producing in Switzerland, letterheads that would make the American manufacturers turn green with envy.

## PERCENTAGE REPORT

Dave Beard of McGraw-Hill Publishing Company, Inc., New York City, submits the following:

Here's another one for your report on "Do People Read Direct Mail." We sent out 980 letters to larger appliance dealers in small towns for the Country Gentleman. These were sent out over a dummy letterhead being a multigraphed letter without personalization. The letter asked them to rate the five national farm publications as to those that are read by the dealers' customers. First class going out and stamped first class return envelope. They received a reply of 55.5 per cent.

Use  
**SUPERIOR MANIFOLD**  
(25% Rag)

White and 9 Colors  
Cockle and Smooth Finish

• Send for Samples •  
ESLEECK MANUFACTURING CO., TURNERS FALLS, MASS.

For Advertising  
Broad-sides  
Folders  
Stuffers

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.  
Help and Situation Wanted Ads—25c per  
line—minimum space 4 lines.

### ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

WE SPECIALIZE ON COLOR . . .  
WE CREATE SALES PRODUCING  
ADVERTISING

BOWSER SERVICE CORPORATION  
51 MADISON AVENUE, NEW YORK

### ADVERTISING SERVICE

Check up on your advertising FREE! Are you getting the results that you have a right to expect? Find out NOW how you can increase sales and lower selling cost. Send samples of your advertising for frank, friendly and constructive analysis of selling power from prospect's point of view. Complete report with helpful suggestions mailed promptly without cost or obligation. Send it to: Dudley V. Cassard, Mail Sales Counsellor, 249 Wholesale Terminal Bldg., Los Angeles, Calif.

### COMING CONVENTIONS

Authentic record of coming conventions and expositions everywhere. Gives meeting places, dates, secretaries' names and addresses for 18,500 annual events. Price \$15 a year. A splendid list of top quality executives for direct mail campaigns. Descriptive folder R-3 on request.

### WORLD CONVENTION DATES

330 West 42nd St., New York, N. Y.

### EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### FOR SALE

Power Mimeograph No. 15359—Power Multigraph C-23778 Davidson Feeder—Boston Wire Stapler—Multigraph Equipment. To close estate. Box 401, The Reporter, 17 E. 42 St., N. Y. C.

### HOUSE MAGAZINES

500 TWO COLOR House Organs, \$15.00, 1M, \$20.00. Brings new customers, develops present accounts. Free cut and copy service. Your ad on front cover. Proven results. Get samples. CRIER PUBL., 1840 E. 87th St., Cleveland, Ohio.

## MAILING LISTS

MAILING LISTS and PROSPECT LISTS. Write for catalog of 6500 classifications. TRADE CIRCULAR ADVERTISING COMPANY, 25 S. Market Street, Chicago, Ill. FRA 1182.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### POSTER STAMP SALES CAMPAIGNS

Poster Stamps and Albums, combine all the Sales Values of Premiums and Prize Contests at considerably less cost.

WE SPECIALIZE in plan, copy, research, design, editorial, production, marketing and selling of Poster Stamp Campaigns.

We have a number of case histories of successes by businesses, retail chain stores, institutions, civic groups and fund raising organizations.

Write for complete information today.

### HERMAN JAFFE ASSOCIATES

23 West 47th Street, New York City

Phone: BRyant 9-7274

Specializing in

Poster Stamp Merchandising Campaigns

### SALES HELPS

CARTOONS AND ILLUSTRATIONS — Samples of finished work sent upon request. Charles Skiles, 126 Cedar St., Daytona Beach, Fla.

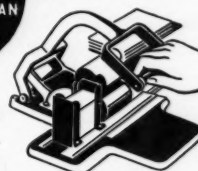
### SALES LETTERS

Hold up that mail campaign until you hear from me. I write sales letters that get what they go after. Request evidence. Jed Scarboro, Maplewood, N. J.

\$17.50

LOWEST PRICE  
EVER PUT ON AN  
ADDRESSING  
MACHINE

NO MORE TIRESOME  
HAND ADDRESSING



To advertise  
ELLIOTT  
ADDRESSING  
MACHINES,  
which print  
addresses from  
typewriter sten-

ciled Plastikote Address Cards instead of heavy, costly metal address plates, Elliott has produced the ADDRESSERETTE, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices — any one who wants to save time and the labor and bother of hand or typewriter addressing — will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

### THE ELLIOTT COMPANY

127 Albany Street, Cambridge, Massachusetts

[Price Denver West, slightly higher]

## House Organs

The Enamel Products  
Magazine is one of  
our productions.

Write for Information.

## William Feather

540 Caxton Bldg., Cleveland, O.

## LETTER GADGETS

you will be astonished by the far greater pull from your letters when you use a good gadget. Many of the best experts are using them, and Letter Houses who are recommending them are increasing their business beyond their wildest hopes. Good gadgets can be secured for less than 1c each and pay for themselves many times over by keeping those letters out of the wastebasket. Write for circular illustrating 115 different gadgets.

### A. MITCHELL

326 N. Michigan Ave., Chicago, Ill.

## If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field — read *The Reporter* — the monthly digest of Direct Mail Ideas and Information.

Subscription Rate \$3.00

Special Two Year Rate \$5.00

THE REPORTER, 17 East 42nd St., New York City

Fill out coupon. Paste on Post Card. We will bill you later.

Enter  
Subscription to  
THE REPORTER

NAME.....

ADDRESS.....

CITY..... STATE.....



## YOUR AMERICA

Congratulations to Frigidaire Division, General Motors Sales Corporation, Dayton, Ohio, for its 24 page and cover, 6" x 9" booklet entitled "Your America." Gives a resumé and summary of historical facts about this country. Winds up with explanation, and statistical description of the American standard of living. Best feature of book is an insert with in back cover suggesting a quiz game for entertaining family and friends. Lists 50 questions about America, and gives four suggested methods of playing the game. A fine example of the current trend toward using Direct Mail for good-will advertising.

## QUESTIONNAIRES In New Zealand

Our perennial reporter, C. Moffat, Manager of The L. T. Watkins Direct Mail Advertising Service, Wellington, New Zealand, reports an interesting questionnaire mailing. 250 mailed. 154 replies (61.6%).

The questions and their answers should be interesting to Direct Mail people here in the United States.

Does Advertising matter sent to you under 1 d. postage make a more favourable impression on you personally than if sent under ½ d. postage? (unsealed or postage saver). Yes—68% — No—32%

Do you feel "deceived" when you open an envelope addressed to you, sealed, under 1 d. postage and find advertising matter enclosed? Yes—20% — No—80%

Does the stamp make any real difference whether you read the advertising matter, provided it looks interesting? Yes—29% — No—71%

Does a facsimile typewritten letter personalized with your name and address gain your attention better than one which only begins—"Dear Sir"? Yes—92% — No—8%

Do you open all mail personally when addressed to you at your office? Yes—91% — No—9%.

To car owners only:

Does advertising which mentions your particular make of car create a better impression on you than advertising which is sent to you merely as a car owner? Yes—85% — No—15%. 122 answers this question.

## POST OFFICE COMMITTEES

If any of the readers of The Reporter want to cooperate in our drive to get something done about the misuse of the United States mails by foreign governments and by members of Congress, you should write or keep in touch with your own Senators and with the Chairman of the two committees on Post Office and Post Roads.

The Chairman of the Senate Committee is Kenneth McKellar of Tennessee. His address, Senate Office Building, Washington, D. C.

The Chairman of the House Committee is Milton A. Romjue of Missouri. Address, House Office Building.

## WHAT'S THIS DEPARTMENT

Reporter Harold Severance of Centre Lovell, Maine, sends us a sales letter released by a manufacturer of fishing supplies who wants to sell them to sporting lodges and camps.

The first paragraph of the letter reads as follows:

Letter writing of course is one of the poorest means of contacting prospective customers. However I would like to interest you in stocking some of my 9-3 flies. Or any other pattern you might wish.

*Reporter's Note:* We are speechless, and can't even think up a good wisecrack.

## The Direct Mail Club Elects

At the annual dinner meeting of the Direct Mail Advertising Club of New York, Chester Sloane, advertising promotion manager of Modern Magazine was elected President; Lewis Kleid of Mailings Incorporated, Vice-President; Robert Lees of Chase National Bank, Treasurer; and Muriel De Gre of D. H. Ahrend Company, Secretary.

## CASE HISTORY

Does it pay to follow-up inactive customers? *Your reporter* quotes from a revealing letter received from a retailer. Only fly in ointment is that *we promised* not to reveal name and city. We keep our promises. Why don't more retailers—and others—use Direct Mail to follow, contact and win back the old customers?

On the 20th of March, we had 14,727 inactive charge accounts on our books—accounts on which no purchases had been made for a period of three months or longer, the majority of these accounts having been inactive for six months or longer.

On the 20th of March we wrote to each of these inactive accounts, and on April 16th there were 9,557 of the original 14,727 inactive accounts that had not reopened their accounts or replied to the first letter. To these we sent a second letter on the 16th of April.

On the first of May, on checking up, we find the following results from these two letters:

3,836 or 26.06% of the original 14,727 have reopened their accounts and made purchases between the date of the first letter and the first of May, amounting to \$57,508.54.

We have had an additional 2,936 replies, of which about 340 were complaints, practically all of which have been adjusted to the customers' entire satisfaction—the balance of the replies for the most part expressing complete satisfaction with our merchandising and service, but giving many reasons why the account is not being used.

The total cost of this campaign, including everything, was \$1,752.85 or only 3.05% of the total purchases made up to the first of May, which I feel is very small.

## "Do People Read?" Department

Don Raymore of Joe Ott, Incorporated, 422 N. Water Street, Milwaukee, Wisconsin, sends an interesting self-mailing folder issued by The Thurner Engineering Company, 809 West National Avenue, Milwaukee. Describes very simply a new Carbo-Cleaner for heat treating plants. In a preliminary test it pulled almost 10% and sold 3⅓% out of 300 selected prospects. 10 machines costing \$215 were sold to this small group as a result of the test mailing.



# *Introducing* **STRATHMORE PASTELLE**

**One of the most important and  
interesting papers Strathmore has ever produced.**

**H**ere are all the texture characteristics of  
a high-priced sheet, at a moderate cost.  
Subtle colors that express a delicate feeling  
in themselves, or serve as a background  
for bolder treatment. Two surfaces, matching  
Antique and Smooth, for unusual  
combinations, and a sheet that  
handles easily on the press.

**Y**ou have many customers who would like to  
see Strathmore Pastelle. Make this an  
excuse for calling on some of those "busy"  
prospects, who are usually the best customers.  
**T**his is the paper to recommend for style printing...  
a paper to produce outstanding results at  
moderate cost. Ask your dealer  
for sample sheets or dummies.



*Volume I, Number 2 in the STRATHMORE  
NEW BUSINESS SERIES. This second folder,  
STRATHMORE PASTELLE, features a variety  
of uses for this new paper, ranging  
from menus to envelope enclosures.*

**STRATHMORE PAPER COMPANY**

**WEST SPRINGFIELD • MASSACHUSETTS**

# COLOR AID

INKS FOR SMALL OFFSET PRESSES

WHEN color is required on jobs for your multilith press or similar equipment, you'll find the F. & L. ink catalogue a helpful guide. Formulated especially for small offset presses, the inks displayed answer the special needs of this type of work. Solids, screen values and characteristics of all inks are shown for your convenience. Write on your company letterhead for a copy of this specimen book.

THE  
FUCHS & LANG  
MFG. COMPANY

Division General Printing Ink Corporation

100 SIXTH AVE., NEW YORK

BOSTON

CHICAGO

CINCINNATI

CLEVELAND

FORT WORTH

PHILADELPHIA

ST. LOUIS

SAN FRANCISCO

LOS ANGELES

TORONTO, CANADA



SEND FOR THIS HANDY SPECIMEN BOOK



